

HR	Success Profile	
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Role	Major Gifts Coordinator
Reports to	Philanthropy Manager
Department	Fundraising, Marketing and Communications
Location	Chatswood
Manages / Supervises	N/A
Date revised	September 2018

PURPOSE OF THE JOB:

The purpose of the Major Gifts Coordinator position is to identify, cultivate and steward a set of new and existing major donors to Guide Dogs NSW/ACT, in order to secure continued and increased major gifts. This position is responsible for developing and coordinating a suite of major donor packages, such as the Guide Dog Partner, Vet Partner and other packages, which facilitate the funding of selected Guide Dogs programs or services and provide tailored reciprocal donor benefits for major donors and other Philanthropic supporters.

This position is also responsible for coordinating research, data and other administrative requirements for the Major Gifts team. This includes conducting background donor research, data management, producing data reports, administration of major donor events and coordination of Direct Marketing appeal distribution to major donors, as required.

The successful candidate has strong interpersonal, relationship management and fundraising skills to cultivate and support individual giving at a major donor level. This includes the ability to directly ask for financial support; and to research, design, develop and provide ongoing management of donor funding programs. You will have strong administrative and data management skills; and the ability to maintain strong effective relationships across the organisation.

KEY ACCOUNTABILITIES:

Key Result Area	
MAJOR DONOR MANAGEMENT	JOB HOLDER IS SUCCESSFUL WHEN:
Identification and qualification of major donors	<ul style="list-style-type: none"> Identify prospective major donors using background research, donor data analysis and targeted marketing to current and potential donor community;

	<ul style="list-style-type: none"> • Qualify prospective major donors for inclusion in the major donor program through personal contact and discussion via phone, personal visits, event attendance and additional background research; • Effectively manage the major donor portfolio by qualifying optimal prospects for attention.
Cultivation and solicitation of major donors	<ul style="list-style-type: none"> • Develop relationships with major donors through a personalised program of communications and engagements, introductions to the work of Guide Dogs and ways they can support the charity; • Identify and develop support options and donor journeys to suit the needs and interests of each major donor; • Successfully solicit donations from each major donor which maintains or increases their financial support to the charity, through written proposals, face to face meetings and email/phone asks; • Secure major gifts to meet or exceed annual fundraising targets for the position and team.
Stewardship of major donors	<ul style="list-style-type: none"> • Provide excellent supporter care to major donors, including program updates, invitations to special Guide Dogs events, opportunities to meet key Guide Dogs staff and clients and other stewardship which best suits their personal needs and interests; • Effectively steward major donors so that they are motivated to continue or preferably increase their support to the charity over time.
Key Result Area	
MAJOR DONOR PARTNERSHIP PACKAGE COORDINATION	JOB HOLDER IS SUCCESSFUL WHEN:
Research and development of major donor packages	<ul style="list-style-type: none"> • Conduct research on package themes and program content, in collaboration with internal stakeholders, which support the organisation's strategic objectives and meet donor needs and interests; • Develop marketing collateral, events and other activities to promote the features and content of packages and the outcomes achieved to potential donors; • Develop and deliver a suite of major donor partnership packages to meet donor needs and interests, which sustain and inspire increased financial support for Guide Dogs' services; • Design and produce donor benefits and acknowledgement opportunities to suit the packages and donor needs.
Delivery of package donor updates, benefits and acknowledgement	<ul style="list-style-type: none"> • In collaboration with the donor's Account Manager/s, package updates, and prepare and deliver reports on the outcomes of funded projects to supporting donors;
Key Result Area	

ADMINISTRATION OF MAJOR DONOR PROGRAM SUPPORT ACTIVITIES	JOB HOLDER IS SUCCESSFUL WHEN:
Data management and reporting	<ul style="list-style-type: none"> Track, analyse, and report to management on data relating to funding, supporters and other outcomes for each major donor package, in order to assess successes, ROI and learnings for future activities; Accurately collect and record data on current and prospective major donors on Guide Dogs' CRM, , in collaboration with the Philanthropy Manager; Provide accurate data for benchmarking and business analysis projects, in collaboration with consulting agencies; Appropriately brief direct marketing and other teams, on major donor data for communication projects and ensure that data is collected and reported, as needed.
Event project management	<ul style="list-style-type: none"> Effectively project manage events for major donors and other Philanthropy supporters to develop relationships with major donors and inform them on the work of Guide Dogs.
Internal collaboration	<ul style="list-style-type: none"> Collaborate with internal staff within Guide Dogs NSW/ACT and Guide Dogs Australia, consultants and other suppliers to effectively manage major donor relationships and develop collaborative opportunities.

NOTES:

- Complete other tasks as required / directed.
- Participate in personal development opportunities;
- Keep informed on company procedures and policies;
- Conduct all activities in a manner consistent with the Workplace Behaviour Policy

KNOWLEDGE AND EXPERIENCE REQUIRED TO BE SUCCESSFUL IN THE ROLE:

Essential	Desirable
<ul style="list-style-type: none"> • Exceptional customer/supporter service skills, attitude and experience; • Strong interpersonal/social, networking and negotiation skills with a variety of supporters, consultants, colleagues and supplies; • A dynamic and results-driven self-starter; Strong communications skills, both written and verbal; • Outstanding organisation and administrative skills, including ability to manage multiple relationships and projects simultaneously; • Strong Microsoft Office and computer skills; 	<ul style="list-style-type: none"> • 2+ years fundraising experience; • Account management experience, preferably at a major supporter/client level; • Skills and experience working with Customer Relationship Management systems (databases); • Skills and experience working with basic design and publishing software such as InDesign; • Completion of a relevant tertiary qualification in fundraising, marketing, business, events management or similar.

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| <ul style="list-style-type: none">• Qualitative and quantitative research and analysis skills;• Ability to manage the goals of the organisation in conjunction with those of major donors, to obtain the best outcome for both, always within the missions, values and strategy of Guide Dogs NSW/ACT;• A current driver's licence or ability to travel independently e.g. via public transport;• The ability to manage the physical demands and inherent requirements of the role and complete the tasks and duties as required. | |
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[Name]

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