

HR	Success Profile	 <p>Guide Dogs NSW/ACT Sight lost, freedom found.</p>
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Role	Relationship Specialist (Gifts in Wills)
Reports to	General Manager Planned Giving
Department	Fundraising, Marketing & Communications
Manages / Supervises	Relationship Coordinator (Gifts in Wills)
New Position	April 2019

PURPOSE OF THE JOB:

To develop, co-ordinate and manage the pipeline of supporters who have confirmed that they have included Guide Dogs NSW/ACT in their Will to support the strategy to maintain and grow gifts in Wills income for Guide Dogs NSW/ACT

KEY ACCOUNTABILITIES:

Key Result Area	
STRATEGY EXECUTION	JOB HOLDER IS SUCCESSFUL WHEN:
Relationship management Key events spokesperson Bequest Foundation rebrand and journey implementation	<ul style="list-style-type: none"> Strategic and Operational Plan outcomes are achieved The multi-channel confirmed bequestor journey is standardised, implemented and managed in line with Strategy The confirmed bequestor pipeline is maintained and developed in line with strategy to increase residual gifts Yearly activity schedules are implemented and managed including events, visits, communications and telemarketing Visitation to 10% of the pipeline is shared with the Engagement Coordinator (Gifts in Wills) The role of events spokesperson is delivered at key events. The Daisy Foundation is rebranded to Make your Mark including relevant collateral The Make your Mark journey including welcome to the foundation is implemented and managed. A Make your Mark annual event is designed and delivered

Key Result Area	
REPORTING	JOB HOLDER IS SUCCESSFUL WHEN:
Monitor, evaluate and report on journey pipeline and maintenance	<ul style="list-style-type: none"> • Data and relationship notes are captured and kept up to date for all activities • Pipeline activities and results are analysed and evaluated • Performance reporting against targets includes variances analyses and revised projections • Pledged gifts are recorded and reported • Expenditure is monitored and evaluated and reported including return on investment
Key Result Area	
COMMUNICATION	JOB HOLDER IS SUCCESSFUL WHEN:
Timely information sharing	<ul style="list-style-type: none"> • Regular and timely communication regarding outcomes and opportunities is provided to both internal and external stakeholders • Day to day decision making is undertaken and communicated within authority levels to meet achievement of objectives and KPI's
Key Result Area	
PEOPLE DEVELOPMENT	JOB HOLDER IS SUCCESSFUL WHEN:
Developing team members	<ul style="list-style-type: none"> • Day to day development of team members to enhance and improve skills and performance is undertaken • Day to day supervision of the Relationship Coordinator (Gifts in Wills) to achieve agreed KPI's and outcomes in line with strategy, Operational and Work Plans

KNOWLEDGE AND EXPERIENCE REQUIRED TO BE SUCCESSFUL IN THE ROLE:

Essential	Desirable
<ul style="list-style-type: none"> • Minimum 2-3 years' experience in GIW fundraising, supporter relationship management or similar • Strong interpersonal and communication skills to establish and manage relationships with a variety of internal and external stakeholders • Experience in presenting to large audiences • Highly organised, flexible and able to prioritise tasks and use own initiative • Positive attitude and desire to exceed expectations; • Sound computer skills, including aptitude in MS Word and PowerPoint and customer relationship management systems (databases). 	<ul style="list-style-type: none"> • A tertiary degree in Marketing, Communications or similar • Able to continually improve on established processes • Project management skills and experience

<ul style="list-style-type: none">• Self-motivated and able to work with minimal supervision• Sound attention to detail• Able to manage the physical demands and inherent requirements of the job	
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[Name]

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[Date]
