

HR	<b>Success Profile</b>	 <p><b>Guide Dogs</b> NSW/ACT <b>Sight lost, freedom found.</b></p>
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Role	Senior Major Gifts Coordinator
Reports to	Philanthropy Manager
Department	Fundraising, Marketing and Communications
Location	Chatswood
Manages / Supervises	N/A
Date revised	November 2018

### **PURPOSE OF THE JOB:**

The role of the Senior Major Gifts Coordinator is to identify, cultivate and steward individual major donors, in order to secure continued and increased major gifts supporting Guide Dogs' mission and services. This position will account manage a full-time portfolio of current and potential major donors and be responsible for each donor's complete journey, from identification, introduction and developing relationships, through to matching donor interests to Guide Dogs' funding needs, soliciting gifts, excellent donor care and the provision of supporter benefits.

The successful candidate has outstanding interpersonal, relationship management and fundraising skills to cultivate and support individual giving at a major donor level. This includes the ability to successfully ask for significant financial support; and to research, plan and execute a donor journey tailored to the needs and interests of each major donor. They will have strong administrative and data management skills; and the ability to maintain strong collaborative relationships across the Guide Dogs organisation.

### **KEY ACCOUNTABILITIES:**

Key Result Area	
<b>MAJOR DONOR MANAGEMENT</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Identification and qualification of major donors	<ul style="list-style-type: none"> <li>• Major donors with the highest potential to provide financial support to Guide Dogs NSW/ACT are identified using background research, donor data analysis and targeted marketing to the current and potential donor community;</li> <li>• Identified potential major donors are qualified for priority inclusion in the major donor program through personal contact and discussion via phone, personal visits, event attendance, additional background research and other strategies;</li> </ul>

	<ul style="list-style-type: none"> <li>An optimal set of major donors are chosen for active management by the position holder (or other Philanthropy team member as appropriate to the supporter). Those supporters not prioritised for active management are allocated as prospects for later engagement or disqualified from the program.</li> </ul>
Cultivation and solicitation of major donors	<ul style="list-style-type: none"> <li>Authentic, professional yet personable relationships are developed and sustained with a full-time portfolio of approximately 120 major donors at any one time, through a personalised program of communications and engagements, introductions to the work of Guide Dogs and ways they can support the charity;</li> <li>Personalised donor journeys are researched, documented and carried out for each major donor or priority prospect;</li> <li>Support options are identified and developed for each prospect, based on their needs and interests and those of Guide Dogs;</li> <li>Major gifts are actively solicited and secured from each supporter which maintain or increase their financial support to the charity, through written proposals, face to face meetings and email/phone asks as appropriate;</li> <li>Major gifts are secured to meet or exceed annual fundraising targets for the position and team.</li> </ul>
Stewardship of major donors	<ul style="list-style-type: none"> <li>After donating a major gift, donors are provided outstanding care and stewardship, which confirms the outcomes of the donation and reinforces trust in Guide Dogs; and</li> <li>Major donors are motivated to continue or preferably increase their support to the charity over time.</li> </ul>
<b>Key Result Area</b>	
<b>MAJOR DONOR PROGRAM COORDINATION</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Research and development of major donor funding options	<ul style="list-style-type: none"> <li>In collaboration with the Philanthropy team, a suite of major donor partnership packages are offered which significantly motivate major donor interest and funding of Guide Dogs' services and provide a rich engagement experience for the major donors, strengthening their support of the charity, e.g. Guide Dog Partners, Vet Partners and others to be developed;</li> <li>The job holder has a broad and detailed knowledge of Guide Dogs services, the underlying service strategies and the options for how major donors can fund these services to support people with sight loss;</li> <li>As required, bespoke funding packages are developed to suit both the needs and interests of major donors and the strategic plans and policies of Guide Dogs.</li> </ul>
Event project management	<ul style="list-style-type: none"> <li>In collaboration with the Philanthropy team, high quality and popular special events and bespoke experiences are developed and offered to major donors, which build major donors' understanding, engagement and financial support for Guide Dogs.</li> </ul>

Key Result Area	
<b>PROGRAM ADMINISTRATION</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Data management and reporting	<ul style="list-style-type: none"> <li>Data on current and prospective major donors, including background details, connection to cause, needs and interests, giving history and management activities are accurately collected and recorded on Guide Dogs' CRM, in collaboration with the Philanthropy Manager;</li> <li>Accurate data reports on managed major donors are provided for Guide Dogs communications projects such as appeals and promotions, strategic analysis and benchmarking, in collaboration with the Philanthropy Manager, other Guide Dogs teams and consulting agencies.</li> </ul>
Internal collaboration	<ul style="list-style-type: none"> <li>Effective ongoing collaboration is achieved with other teams within Guide Dogs NSW/ACT and Guide Dogs Australia, consultants and other suppliers to effectively manage major donor relationships and optimise opportunities and efficiencies across the organisation.</li> </ul>

**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"> <li>• Exceptional customer/supporter service skills, attitude and experience;</li> <li>• Strong interpersonal/social, networking and negotiation skills with a variety of supporters, consultants, colleagues and supplies;</li> <li>• A dynamic and results-driven self-starter;</li> <li>• Strong communications skills, both written and verbal;</li> <li>• Outstanding organisation and administrative skills, including ability to manage multiple relationships and projects simultaneously;</li> <li>• Strong Microsoft Office and computer skills;</li> <li>• Qualitative and quantitative research and analysis skills;</li> <li>• Ability to manage the goals of the organisation in conjunction with those of major donors, to obtain the best outcome for both, always within</li> </ul>	<ul style="list-style-type: none"> <li>• 3+ years fundraising experience;</li> <li>• Account management experience, preferably at a major supporter/client level;</li> <li>• Skills and experience working with Customer Relationship Management systems (databases);</li> <li>• Skills and experience working with basic design and publishing software such as InDesign;</li> <li>• Completion of a relevant tertiary qualification in fundraising, marketing, business, events management or similar.</li> </ul>

<p>the missions, values and strategy of Guide Dogs NSW/ACT;</p> <ul style="list-style-type: none"><li>• A current driver's licence or ability to travel independently e.g. via public transport;</li><li>• The ability to manage the physical demands and inherent requirements of the role and complete the tasks and duties as required.</li></ul>	
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