

Position Description



**Alannah & Madeline
Foundation**

Keeping children safe from violence

Position title: Supporter Development Coordinator

Department: Communications & Fundraising

Reports to: Supporter Development Manager

Job type: Full time, ongoing

Date: March 2019

ABOUT THE FOUNDATION

The Alannah & Madeline Foundation is a national charity protecting children from violence and bullying.

The Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania, on 28 April 1996. In memory of his daughters, Walter Mikac and a small group of volunteers – including Gaye and John Fidler who survived Port Arthur – set up the Foundation, with the belief that all children should have a safe and happy childhood without being subjected to violence. The then Prime Minister launched the Foundation on 30 April 1997.

The Alannah & Madeline Foundation cares for children who have experienced or witnessed violence and run programs which prevent violence in the lives of children. We play an advocacy role and we're a voice against childhood violence.

Our vision is that every child will live in a safe and supportive environment.

The Foundation is committed to Child Safety. Our Child Safe Policy outlines our safe practices for children.

Our values are Caring, Friendliness, Respect, Responsibility, Valuing Difference and Including Others.

POSITION IN CONTEXT

Reporting to the Supporter Development Manager, the Supporter Development Coordinator is a member of the Communications & Fundraising team and has accountability to support the delivery of the Fundraising strategy across the Foundation including the delivery of fundraising programs in relation to all aspects of supporter development.

This role is responsible for supporting the implementation and evaluation of multi-channelled campaigns to acquire and retain supporters and ensure ongoing income streams for the Foundation.

FREEDOM TO ACT

- The Supporter Development Coordinator works according to the policies and procedures of the Alannah & Madeline Foundation.
- The Supporter Development Coordinator, in liaison/consultation with the Supporter Development Manager, Head of Fundraising and CEO/Senior Leadership, assists in developing long-term partnerships with relevant stakeholders in Australia and overseas.

Position Description *cont.*



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MAJOR JOB RESPONSIBILITIES

- Support the day-to-day management of supplier relationships for the delivery of campaigns (e.g. regular giving, raffles, merchandise) across multiple channels including mail, phone, digital and mobile.
- Monitor and manage all communications with supporters ensuring complex and difficult queries are managed in accordance with the agreed standards escalation process.
- Assist in the analysis, profiling and segmentation of all data.
- Assist in the development and implementation of integrated supporter stewardship and retention strategies to build supporter engagement.
- Support the reporting process for financial, strategic and operational performance on a monthly and annual basis.
- Work closely with the marketing team to create and deliver the marketing and promotion of campaign content.
- Support all relevant meetings (internal and external) as required and effectively represent the Fundraising Program.
- Have a positive contribution to the team environment through the demonstration of behaviours that reflect the Foundation's values.
- Deliver other tasks as directed by the Head of Fundraising, Senior Leadership team and/or CEO.

KNOWLEDGE, EXPERIENCE AND REQUIREMENTS

- Tertiary qualifications in Business, Marketing or similar field.
- Demonstrated experience in fundraising programs preferably within a not-for-profit or fundraising agency.
- Demonstrated experience with creation and continued development of Supporter Care processes including dealing with supporter enquiries and managing database processes.
- Demonstrated data management and reporting experience.
- Ability to balance and prioritise to meet deadlines and/or program outcomes.
- Demonstrated project management skills and ability to multi-task.
- Strong verbal and written communication skills.
- Ability to build and actively manage strong cross-functional and external stakeholder relationships.
- Capacity to work independently and as part of a team.
- Knowledge of fundraising industry benchmarks and measures.
- Knowledge of fundraising best practice and legislation, including a commitment to continual improvement.
- Able to work with all Microsoft product, advanced Excel preferred.
- Experience with a Donor Management system, preferably Raiser's Edge.
- Capacity to work independently and as part of a team.
- Working with Children Check and Police Check.