

Position Description



Role:	Supporter Engagement Coordinator
Reports To:	Individual Giving Manager
Employment Type:	Full-time 1.0FTE
Award Pay Level:	Level 5 under the Social, Community, Home Care and Disability Services Industry Award 2010
Location:	Based at 214 Nicholson Street, Footscray (The ASRC offers Flexible Working Arrangements, including the ability to work remotely)

Organisational Context

The Asylum Seeker Resource Centre (ASRC) is the largest aid, employment, health and advocacy organisation for people seeking asylum in Australia. The ASRC provides a range of direct services as well as participating in law reform, campaigning and lobbying.

Individual Giving Program

The Individual Giving Program works to achieve financial sustainability for the ASRC through the management of a range of programs including direct marketing, appeals, regular giving, gifts in wills and general donations.

The Individual Giving Program also manages the care and stewardship of the ASRC donor base, offering an exceptional supporter experience and journey for financial supporters of the ASRC.

This role has close working relationships with the Database, Marketing & Philanthropy Programs.

General Duties

The Supporter Engagement Coordinator will focus on providing ASRC donors with an exceptional experience through supporter care and engagement strategies for single and regular donors.

The role is key to curating and managing positive relationships with the ASRC's supporters to increase revenue, reduce supporter attrition and grow loyalty.

The management of service standards in order to maintain a high level of supporter service, will be primarily overseen by this role in conjunction with the Supporter Care Officer.

Specific Duties

The specific duties and responsibilities of this role are as follows:

- Develop and implement donor care and supporter engagement journeys that will be reflective of the ASRCs new strategic plan
- Improve existing and develop new donor-centric activities such as telefundraising, events, onboarding, donor journeys and impact reporting.
- In conjunction with the Individual Giving Manager, set up and manage the Supporter Outreach Team pilot. This will be a cross-functional telemarketing team that focuses on nurturing and retaining relationships with ASRC donors and fundraisers.
- Manage the onboarding and internal payment recovery process for the regular giving program
- Work collaboratively with other Fundraising and Marketing team members to nurture and steward donors, including but not limited to donor events, impact reporting and tours of the centre.
- Develop and implement donor engagement strategies for cash and regular donors such as onboarding journeys, donor loyalty and upgrade programs to increase retention.
- Work within the Event Fundraising Portfolio team to support high value participant engagement through phone calls, email and face to face stewardship.
- Supervise recruitment, training and rostering of donor relations volunteers to support the functions of this role.
- Provide assistance to the Supporter Care Officer to help take inbound calls through the Fundraising Hotline, during peak fundraising periods

Selection Criteria

Essential:

- 3+ years of demonstrated fundraising or direct marketing experience
- Proven experience and competency in content and copywriting
- Excellent communication and relationship management skills, with the ability to influence positive outcomes
- Proven experience in supporter journey development and implementation
- Demonstrated experience in managing a telemarketing or a face-to-face fundraising team, either internally or agency
- Proven project management skills with the ability to work to multiple deadlines and priorities
- Strong CRM management, including data selections, segmentation and analysis
- A self-starter with an adaptable and flexible attitude

Desirable:

- Lived experience of seeking asylum in Australia
- Knowledge of and experience working with Salesforce
- Previous experience using cloud based contact software