

Position Description

Position:	Regular Giving Coordinator
Reports To:	Fundraising Manager
Classification Level:	Level 5 under the Social, Community, Home Care and Disability Services Industry Award 2010
Location:	Footscray Vic (Hybrid work arrangements available, travel to other ASRC sites if required)

Organisational context

The Asylum Seeker Resource Centre (ASRC) is the largest aid, employment, health and advocacy organisation for people seeking asylum in Australia. We are an independent not-for-profit organisation whose programs support and empower people seeking asylum to maximise their own physical, mental and social well being through a range of direct services as well as participating in law reform, campaigning and lobbying.

About the Portfolio and Department

The Giving & Experience Team is responsible for the ASRC's fundraising, philanthropic and grant efforts, including appeals, grants, regular giving, gifts in wills, mid-value giving, major donors, philanthropic trusts, community fundraising and events, a \$20 million portfolio. This sits alongside overall responsibility for the ASRC supporter experience, which encompasses both financial and non-financial donor portfolios. This Department oversees strategies to ensure significant engagement retention of the donor database through exceptional supporter experiences including the capacity to upgrade donors at all levels, increase loyalty through cross-pollination and recover donors that have become lapsed, while communicating impact.

The Giving & Experience Team works closely with Marketing & Brand and Advocacy & Campaigns teams to support donor acquisition and conversion, alongside leading a culture of project methodology and implementation for major campaigns.

Position Purpose

Reporting into the Fundraising Manager, the purpose of this role is to deliver our regular giving and direct marketing acquisition programs. Our Regular Giving program is responsible for 25% of our untied funding. This role will support the acquisition and retention of this donor cohort to ensure they remain engaged and committed to the organisation. As well as leading and supporting internal calling, and other direct marketing activities to generate income for the organisation.

Key Accountabilities

- Develop the strategy, revenue targets and budget for a cross channel program of activities targeted at acquisition and growth of ASRC's monthly giving program
- Create and implement retention programs that grow the lifetime value of ASRC's single and committed monthly givers alongside a stewardship plan
- Work closely with the marketing team to deliver digital donor acquisition strategies, and a complementing donor conversion journey
- Coordinate and lead ASRC outbound RG calling working with an internal calling support
- Ensure we are hitting KPI's agreed and meeting budget
- Provide data driven insights on achievement of the monthly and cash campaigns against set KPIs to the Fundraising Manager and Head of Giving & Experience
- Coordinate and implement fundraising initiatives aligned with the Fundraising Strategy, overseeing planning, administration, deliverables and stakeholder coordination, and providing regular, high-quality reporting on project progress, outcomes and targets.

All ASRC People Will:

- Understand and follow their responsibility to always act in a manner that supports the safety, health and wellbeing of themselves and others in the workplace.
- Centre the rights of people seeking asylum and actively working toward bringing the ASRC vision and purpose to life.
- Demonstrate the ASRC values of Collaboration, Welcome, Courage and Authenticity and demonstrate behaviours that contribute to a culturally safe, inclusive and respectful workplace.
- Commit to the safety and wellbeing of all children and young people and upholds this commitment in their interactions and practice. Adhering to the Victorian Child Safety Standards.

Key Selection Criteria

Essential Skills, Experience

- Professional experience in Regular Giving fundraising
- Demonstrated experience and an outstanding track record of success in managing end-to-end RG direct marketing and/or fundraising campaigns
- Demonstrated experience in the successful planning and implementation of donor acquisition and retention strategies that meet budget requirements
- Experience working with a donor database such as Salesforce or similar
- Exceptional verbal and written communication skills, eg. digital copywriting
- Demonstrated ability to manage competing demands and prioritise workflows
- Stakeholder management and the ability to collaborate with different teams

Desirable:

- Lived experience of seeking asylum
- Knowledge of the policy context of practice with asylum seekers visa categories/conditions, and the barriers faced by people seeking asylum in Australia

Policy and screening requirements

All ASRC staff and volunteers are required to adhere to policies and procedures which aim to further culturally safe, inclusive and respectful work practices. All offers of employment are subject to satisfactory Criminal History Check and provision of a valid Working with Children Check prior to commencement.

I have read and understood and agree to perform the responsibilities outlined in this position description.

Name:

Date:
