

## **POSITION DESCRIPTION**

### **DONOR PROGRAMS COORDINATOR**

**Job title:** Donor Programs Coordinator  
**Reporting to:** Fundraising Manager  
**Department:** Marketing & Fundraising  
**Job Type:** Part time – 22.8 hours per week (3 days)  
**Location:** 80 Betty Cuthbert Drive, Lidcombe

#### **The Position:**

Reporting to the Fundraising Manager, this position is responsible for the coordination of MDNSW's Donor Programs, as well as assisting with the implementation of the organisation's Fundraising Strategy in alignment with the organisation's Strategic Plan.

#### **Responsibilities & duties:**

1. Oversee the development and management of Donor Programs as outlined in the Strategy, including:
  - a. Individual Giving
  - b. Regular Giving
  - c. Appeals
  - d. Major Donors
  - e. Bequests
  - f. Donor acquisition, Conversion and Retention
  - g. Donor Journey and Stewardship
  - h. CRM database maintenance and optimisation
2. Oversee the development, implementation and management of unique programs for each donor segment within Donor Programs
3. Manage personalised appeals to acquire new donors and improve retention, including story sourcing, copywriting, design coordination, print and digital distribution, acquisition, measurement and reporting
4. Maintain relationships with Major Donors and Bequestors and prospect new leads
5. Develop and build donor journeys that retain and engage supporters including journey mapping, content creation, and distribution to all Donor Program segments
6. Provide excellent end-to-end customer service for all donor programs via events, in person, telephone, email, mail, social, digital and other channels
7. Coordinate the Donor Appreciation Program
8. Establish and maintain all webpages related to donors including the donation portal
9. Maintain the database and ensure it is kept up-to-date and that all donor details and communications are recorded in a timely manner
10. Perform regular data analysis and reporting to monitor and evaluate performance, ensuring Donor Programs are continuously improving and aligned with industry best practice
11. Manage and report on expenditure and income for Donor Programs within agreed budget and timeframes
12. Coordinate external agencies and consultants and internal stakeholders including volunteers to deliver Donor Programs
13. Continuously look for opportunities to improve Donor Programs and increase revenue
14. Provide administrative support and other ad hoc duties for the Fundraising Manager as required
15. Act as a member of the Marketing and Fundraising Team, participate and contribute equally in meetings
16. Participate in MDNSW events/camps and other activities as required

**Work experience and Skills**

1. Minimum 3 years' experience working in a donor fundraising role
2. Extensive copywriting, storytelling and communications experience required
3. High level of computer, software and database literacy desired (knowledge of Office 365, Microsoft Teams, Salesforce, Campaign Monitor, Canva, Adobe Creative Cloud and WordPress is advantageous)
4. Experience establishing donor programs frameworks and building out donor communications journeys is advantageous
5. Strong customer database experience with ability to analyse and segment existing customer bases is advantageous
6. Highly motivated, and willing to cover all nature of tasks and do whatever needs doing
7. Open, friendly personality with ability to interact with internal and external stakeholders
8. High level communication, interpersonal and customer service skills
9. Highly organised and able to manage multiple competing deadlines
10. Ability to work autonomously and part of a team

**Academic Qualifications**

The successful incumbent will have the following qualifications or experience:

- Qualification in marketing, fundraising or related discipline is desirable but not essential
- Professional membership of the Fundraising Institute of Australia is desirable but not essential
- Documentation required: Police Check, Working with Children Check, NDIS Worker Screening

**Workplace Health and Safety**

Employees are responsible and accountable for:

1. Compliance with workplace policies and procedures for risk identification, risk assessment and risk control
2. Active participation in activities associated with the management of workplace health and safety
3. Identification and reporting of health and safety risks, accidents, incidents, injuries and property damage at the workplace
4. Ensure compliance with NDIS Quality Safeguarding Framework and WHS systems, policies, and procedures.

**Organisational Relationships**

**Reports to:** Fundraising Manager

**Internal Contacts:** MDNSW staff as appropriate

**Acknowledgement:**

This job description has been designed to indicate the general nature and level of work performed by the incumbent. It is not an exhaustive list and is subject to change. All MDNSW employees are required to comply with any reasonable work requests as directed by their employer from time to time.

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*Employee Signature*

*Date*

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*Manager Signature*

*Date*