

POSITION DESCRIPTION

Fundraising Coordinator



Position Title	Fundraising Coordinator
Group	YMCA Social Impact
Modern Award / Agreement	Social, Community, Home Care and Disability Services Industry Award 2010
Classification Level	Level 5.1 – 5.3
Position Status	Permanent, Full-time
Reports to	Marketing and Fundraising Manager
Supervises	Nil

Industry Sector

As the charitable arm of the YMCA, Y-Care (trading as YMCA Social Impact) exists to serve people in our community who are disadvantaged. Social Impact's programs each operate in different areas but share the common theme of assisting people overcome the challenges they face in body, mind and spirit. Services and programs managed by Social Impact fall under the following 5 focus areas: Youth and Education, Healthy Futures, Community Housing and Disability and Social Enterprise.

Position Summary

This position is responsible for developing and implementing strategy across four main focus areas:

1. To maintain strong relationships with existing philanthropic and individual donors, so that the level of funds received are sustained in the short-term and increased over the long-term;
2. To maximize the fundraising potential of two YMCA of Brisbane Social Impact programs, using a range of fundraising methodologies such as individual giving, corporate social responsibility, peer to peer and events.
3. Bequest Program; and
4. Acquisition of philanthropic grants to strengthen existing programs.

In each area, the Fundraising Coordinator will set and outline deliverable targets for growth.

Duties and Responsibilities

1. Stakeholder Partnering and Relationship Management

- 1.1 Maintain regular contact with major philanthropic and individual donors, to understand and respond to current philanthropic / giving objectives;
- 1.2 Supported by the relevant Program Managers, Impact and Innovation team and Web Content Writer, provide regular updates on the return on investment made by donors; and
- 1.3 Develop and implement strategies to increase giving over the mid- to long-term;
2. Liaise with the Marketing and Fundraising Manager to ensure content developed for various fundraising campaigns is consistent with both YMCA brand and marketing strategies.

3. Lead Program Fundraising and Bequests

- 3.1 Create, deliver and continuously evaluate a diverse range of best practice fundraising programs, supported by engaging marketing campaigns and community relationship activities, to maximize fundraising income for Lead Programs;

- 3.2 Develop and implement a corporate social relationships strategy which is primarily focused at corporates supporting their local community, where relationships in addition to providing funds are leveraged to provide Op Shop donations and transition pathways for Social Impact beneficiaries;
- 3.3 Engage specialists as required to provide content for prospect campaigns and individual giving campaigns;
- 3.4 Coach all members of the YMCA Social Impact leadership team on how to best assist the delivery of both Lead Program Fundraising and other key elements of the fundraising plan;
- 3.5 Develop and implement a strategy for identifying, cultivating, soliciting and stewarding gifts in Wills from YMCA members;
- 3.6 Assist in planning of YMCA Social Impact services and programs as required;
- 3.7 Facilitate and participate in training activities as required;
- 3.8 Participate in extra-curricular activities reasonably expected in line with the position, including but not limited to industry networking events and professional development;
- 3.9 Advocate on behalf and for disadvantaged people in community planning committees where appropriate and needed.

4. Philanthropic Grants

- 4.1 Align YMCA Social Impact Program objectives with relevant philanthropic grant opportunities by producing an annual grants matrix;
- 4.2 Support Program Managers and other stakeholders as required to submit high quality applications as per the grants matrix; and
- 4.3 Review the annual grants matrix quarterly.

5. Growth Targets

- 5.1 In consultation with the Group Manager, YMCA Social Impact produce an annual fundraising plan, including lead and lag indicators to maximize both donor prospects and total income from all key areas of fundraising;
- 5.2 Ensure that the delivery of fundraising targets are met within agreed budget expenditure parameters;
- 5.3 Develop and implement a strategy that positions the YMCA of Brisbane in the minds of prospective donors (corporate, individual, philanthropic bodies) as a “charity of choice” in its lead program areas.

6. Reporting and Acquittals

- 6.1 Monthly reporting to the Group Manager, Social Impact, through to both the CEO and Board;
- 6.2 Ensure donated funds are used effectively and in ways consistent with the undertakings to donors, sponsors, funder’s requirements;
- 6.3 Acquit funds received as required, including within prescribed timelines.

Health, Safety and Environment

1. Support the management of a workplace that supports diversity including gender, cultural and generational diversity; provide equal employment opportunity and foster a respectful, inclusive workplace;
2. Take reasonable care to ensure their own safety and health and that of others, and to abide by their duty of care provided for in the legislation;
3. Maintain the work environment so as to minimize risk to both customers and staff and report identifiable risk so that immediate action can be taken;
4. Comply with the YMCA’s Work Health and Safety Policies and Procedures, including those relating to your specific role as found in the OHS Management: Roles and Responsibilities document;
5. Comply with the YMCA’s ICT Policies and procedures, the Privacy Act and maintain confidentiality of all YMCA information, records and files;
6. Uphold and promote the policies and mission of the YMCA of Brisbane including compliance with all practices in the “YMCA Quality Manual”;
7. Must be aware of and implement the YMCA’s Safeguarding Children and Young People Policy;

- Any other duties as determined by the Chief Executive Officer as required.

Key Physical Requirements

- Walking / standing – Frequent
- Sitting – Constant
- Squatting/ bending/kneeling – Occasional
- Working outdoors – Occasional
- Fine motor skills (keying, typing) – Constant
- Gross motor skills (e.g. setting up, packing up) – Occasional
- Lifting/carrying up to 10kg - Occasional

(Key = Occasional 1-33%, Frequent 34-66%, Constant 67-100%)

Position Requirements / Selection Criteria

Essential:

- Degree in Business, Marketing, Public Relations or other related discipline and demonstrated success as a fundraiser,
- A demonstrated ability to work within the mission and values of the YMCA;
- Ability to work autonomously, driven and an ability to demonstrate initiative in your work;
- Possess a thorough understanding of best practice fundraising, including regular and individual giving, corporate and major donors, and bequests;
- Demonstrated experience in fundraising communication, project proposal writing, public relations and marketing;
- Familiar with legislation covering taxation, fundraising appeals and foundations;
- Proven track record in developing and utilizing networks (internal and external) to support fundraising activities;
- Demonstrated excellent written and interpersonal skills;
- Capacity to think and plan systemically;
- Current Open Driver's Licence and Own Vehicle;
- Possess, or be willing to obtain, a Police Check Certificate or positive notice Blue Card in accordance with the Working with Children (Risk Management and Screening) Act 2000;
- Achievement of YMCA's Safeguarding Children Training Certificate and complete annual refresher training.

Desirable:

- Be a member of the Fundraising Institute of Australia (or similar relevant professional body);
- CFRE accreditation.

Approval

Date Position Description Created / Revised:	June 2019
Position Description approved by:	Chief Executive Officer
Signed:	
Date of Approval:	

Acknowledgement and Acceptance of Position Incumbent

I acknowledge that I have received and reviewed a copy of the position description for the role of Fundraising Coordinator.

I confirm that I fully understand all my job duties and responsibilities and that I am able to perform the essential functions as outlined. I understand that my job may change on a temporary or regular basis according to the needs of my service without it being specifically included in the position description.

I have discussed any questions about this job description with my immediate supervisor prior to signing.

Employee Name: _____

Date: _____

Employee Signature: _____

RETURN TO HR

