

**POSITION DESCRIPTION**

**POSITION TITLE:** Supporter Relations Coordinator

**NAME OF POSITION HOLDER:**

**DEPARTMENT:** Fundraising

**SIGNATURE:**

**TITLE OF SUPERVISOR:** Manager, Supporter Relations

**NAME OF SUPERVISOR:** Ben O'Connell

**SIGNATURE:**

For office use only

Position Number:

## **1. PURPOSE OF POSITION**

The Supporter Relations Coordinator is a member of a small team that manages The Royal Children's Hospital (RCH) Foundation's donor database (Salesforce), donor customer service, campaigns and regular giving. In particular the Supporter Relations Coordinator is responsible for:

- RCH Foundation campaigns: Using the success of the RCH Foundation's direct and digital marketing, the Supporter Relations Coordinator will develop and implement phase two of the RCH Foundation's direct and digital donor strategy. This will include, mail, telemarketing and online giving channels.
- Growth: Working alongside other teams to identify new growth areas based on data analysis. This may or may not include additional managing campaigns on behalf of other teams.
- Innovation: Identifying new and innovative ways of fundraising to ensure the RCH Foundation is leading the way in donor acquisition, donor retention and communication.
- Reporting and analysis: Gaining a comprehensive understanding of the RCH Foundation's reporting and donor receipting requirements. In particular the Supporter Relations Coordinator is required to have a comprehensive understanding of other team member roles.

## **2. ORGANISATIONAL RELATIONSHIPS**

### **Position Title of Supervisor:**

Manager, Supporter Relations

### **Positions that also report to Supervisor:**

Coordinator, Research

Officer, Supporter Relations (X2)

### **Positions that report to this position:**

NIL

## **3. ORGANISATIONAL CONTEXT OF POSITION**

Founded in 1989, The Royal Children's Hospital Foundation is the fundraising arm of The Royal Children's Hospital, Melbourne, one of the world's leading children's hospitals. The Foundation has the vital role of raising and distributing donated funds to the hospital. While a legally separate organisation, the RCH Foundation works closely with the hospital and its campus partners (MCRI and UoM) in achieving its vision. The people of Victoria love the RCH and in giving to the RCH Foundation, whether through linked fundraising appeals like the Good Friday Appeal or Auxiliaries in their community, they feel a great ownership. As a result of this ownership and the fact that the RCH Foundation is therefore a custodian of these donated funds, the RCH Foundation takes seriously its role for and on behalf of those donors.

Generous community support helps to sustain the hospital's role as international leader tackling some of the world's biggest health issues, and the RCH Foundation supports a vast network of fundraisers and donors. Donated funds drive the hospital's growth, are

utilised for purposes of medical excellence, and support only the most innovative, life-changing programs and initiatives – that would otherwise not exist - in the areas of research, leadership, training, technology, equipment, and patient and family centred care.

Over the next few years, the RCH Foundation will be building on its strong base to increase the funds raised and will focus on responding to the exciting challenges and opportunities presented.

**Vision** We are The Royal Children’s Hospital Foundation and we are changing the future of children’s health. Our vision is that the RCH, founded in philanthropy, supported now and in the future, will have the capacity to transform health care for children and young people.

**Mission** The people of Victoria love the RCH and they want it to be the best. We inspire our community to invest in the hospital’s future by supporting care, treatment, research and learning that will improve the lives of young people and their families

### **Values**

- We show integrity in all our interactions, being moral, ethical, honest, transparent and trustworthy.
- We display humility, being modest, not self-important; confident and dealing with others.
- We show gratitude and appreciation for the efforts of our donors and our colleagues.
- We are compassionate showing empathy in our dealings with everyone.
- We are inclusive and respectful. We show loyalty and understanding.

The result of these values translates into action. We are known for delivery on our commitments.

## **4. NATURE AND SCOPE OF POSITION**

### **4.1 Work Performed**

The Supporter Relations Coordinator is responsible for growing financial contributions from existing and acquiring new donors. This involves developing and project managing fundraising campaigns, regular giving, conducting donor research and reviewing the RCH Foundation’s giving channels. The role works closely with other Fundraising and RCH Foundation teams to ensure cross collaboration.

The role works closely with key RCH Foundation internal stakeholders towards the development of the Salesforce database, specifically while the RCH Foundation transitions from Salesforce Supporter 360 to Salesforce Not-For-Profit.

As part of a small team, the position must be very hands on and flexible enough to respond to requests from the fundraising community and other team members. This may include receiving, customer service and other priorities of the RCH Foundation.

## **4.2 Challenges and problem solving**

Challenges currently facing the position include:

- Review of existing acquisition methods to ensure continued ROI growth from newly acquired and active donors.
- Work collaboratively across the Fundraising and Communications teams to implement best practice stewardship.
- Reviewing current donor giving products and channels and identifying how to improve these as well as researching and recommending new channels.
- Ensuring the RCH Foundation is the leader in digital marketing
- Contributing to the ongoing development of the Salesforce database across the RCH Foundation including the migration to Salesforce Not-For-Profit.
- Developing processes to maintain/attain data integrity and internal controls.

## **4.3 Decision-making**

Under the guidance of the Supporter Relations Manager, the Supporter Relations Coordinator is primarily responsible for managing the growth and development of new and existing individual donors through the development of fundraising campaigns. This position needs to act independently makes decisions within parameters agreed upon with the Manager, Supporter Relations and the Director, Fundraising.

The position makes decisions about campaigns within approved budgets. Collaborative decision-making is required with the wider Supporter Relations team.

The Supporter Relations Coordinator will advise management of new technologies and applications relevant to the efficient and effective use of the system. This role, in conjunction with the Manager, Supporter Relations is responsible for managing regular updates and data cleaning and should advise on new processes required to maintain data integrity. The person makes recommendations for improvements and should take an organisational viewpoint.

## **4.4 Communication**

### **Internal**

- Other RCH Foundation staff – act in accordance with the RCH Foundation’s values and create a team environment that works towards the success of the enterprise.
- Communications Team – liaise regarding all external messaging, social media and brand guidelines.
- RCH staff – develop productive relationships with clinical practitioners, allied health professionals and researchers in order to develop key messages and projects for donor support.
- To be part of the team, and join in our flexible, supportive and passionate working environment with good humour and a positive attitude.

### **External**

- Individual donors.
- Suppliers and contractors.
- Local, national and international – build a personal network within the same field.

#### **4.5 KEY ACCOUNTABILITIES**

##### Fundraising Campaigns and Regular Giving:

- In collaboration with the Manager, Supporter Relations develop and implement strategies for acquiring new donors for the RCH Foundation, including new regular donors.
- Ensure donor acquisition pathways are sustainable and profitable.
- Determine baseline metrics for donor retention and compare strategies against these agreed baselines.
- Manage contracts with key suppliers providing services such as data capture and management, creative, print, mail fulfilment and telemarketing sales for campaigns as required.
- Monitor, analyse and report on programs to improve campaign performance across the RCH Foundation.
- In collaboration with the Communications Team, develop digital fundraising initiatives.
- Create a range of fundraising propositions to support the above strategies and management objectives.

##### Donor Database

- Manage campaign data from end to end, including pulling data for campaign segmentation, analysing and reporting on campaign performance.
- High level of technical understanding (of databases) with the capacity to identifying new and profitable segments.
- All campaign data is acquired and updated accurately, on time, in line with business rules and service standards. The management of supporter and financial records meets audit, privacy and data protection requirements.
- Work towards becoming an expert in the RCH Foundation's donor database to ensure functionality continues to meet the organisational growth needs.

##### General

- In conjunction with the Manager, Supporter Relations, develop and manage annual budgets and plans for direct and digital fundraising activities.
- Is responsible for meeting agreed financial targets and KPI's
- Work with the Communications Team to integrate web and online initiatives into the database.
- Ensuring that the RCH Foundation brand, key messages and Privacy Policy are applied to all direct and digital fundraising activities.
- Work as a team to identify new and creative opportunities to leverage the database to support additional business processes or functions.
- Work with the Supporter Relations team to create insightful reports and dashboards within salesforce in order to track marketing KPI's
- Other duties as required.

## 5 KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

### Key Selection Criteria

#### Essential

- Commitment and passion for the objectives and values the RCH Foundation.
- Demonstrated senior-level experience of direct marketing for fundraising or consumer sales, in the following: direct mail, telemarketing, digital channels.
- Database management experience
- Strong numerical and analytical skills
- Understanding of customer databases and/or complex data sets, including segmentation, clustering, and predictive modelling
- Experience leading customer focused team or experience working in a similar non-for-profit department.

#### Desirable

- Experience or exposure to Social Media, and Social Media Campaign Management.
- Understanding of digital advertising principles
- Experience with leading digital marketing platforms such as Salesforce Marketing Cloud, Adobe Marketing Cloud, Marketo etc

## 6 TERMS AND CONDITIONS

- The position is offered as a three year, full time contract. There will be a six month probationary period.
- There will be a requirement to work outside of normal hours on limited occasions for fundraising events and activities. Allowance is made for reasonable time-in-lieu. Flexible working hours and conditions are offered.

## 7 PERFORMANCE INDICATORS

To be developed with a personal work plan.

### MORE INFORMATION AND HOW TO APPLY

Selection Criteria - Applications must address the Selection Criteria in the position description - applications that do not address the Selection Criteria will not be considered.

- More information - for further information or queries about this role, please email Ben O'Connell, Manager, Supporter Relations at [Ben.O'Connell@rch.org.au](mailto:Ben.O'Connell@rch.org.au)
- Submitting your application - send your application, including your CV, the names and contact details of three referees and your response to the Selection Criteria to [jobs.foundation@rch.org.au](mailto:jobs.foundation@rch.org.au) by 5pm on Friday, 1 March 2019.

**AGREEMENT TO THIS POSITION DESCRIPTION -**

Signed for and on behalf of Sue Hunt,  
Chief Executive Officer,  
The Royal Children's Hospital Foundation

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Signed by the Appointee  
Appointee Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_