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| HR | Success Profile |  |

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| Role | Engagement Specialist Projects (Gifts in Wills) |
| Reports to | General Manager Planned Giving |
| Department | Fundraising |
| Manages / Supervises | Engagement Coordinator (Gifts in Wills) |
| New Position | August 2020 |

## PURPOSE OF THE JOB:

To develop and implement and coordinate the Gifts in Wills pipeline Digital Journey to support the strategy to grow Gifts in Wills income for Guide Dogs NSW/ACT.

**KEY ACCOUNTABILITIES**:

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| Key Result Area |  |
| STRATEGY EXECUTION | JOB HOLDER IS SUCCESSFUL WHEN: |
| Pipeline management and conversion from identification to confirmed | * Multi-channel supporter journeys from identification to confirmed bequestor are designed, implemented and executed * Communications are coordinated and delivered to supporters by email, SMS, mail, social media and telemarketing in accordance with relevant supporter journeys * Performance of journeys and outcomes are monitored and measured |
| Key Result Area |  |
| REPORTING | JOB HOLDER IS SUCCESSFUL WHEN: |
| Monitor, evaluate and report on supporter journey pipeline | * Relevant data is recorded for all activities for the purposes of analysis and reporting * Expenditure is monitored and evaluated and reported including return on investment |
| Key Result Area |  |
| COMMUNICATION | JOB HOLDER IS SUCCESSFUL WHEN: |
| Timely information sharing | * Regular and timely communication regarding outcomes and opportunities is provided to both internal and external stakeholders * Day to day decision making is undertaken and communicated within authority levels to meet achievement of objectives and KPI’s |
| Key Result Area |  |
| PEOPLE DEVELOPMENT | JOB HOLDER IS SUCCESSFUL WHEN: |
| Train team members | * Under the guidance of the General Manager Planned Giving, train team members in skills gaps identified |

**KNOWLEDGE AND EXPERIENCE REQUIRED TO BE SUCCESSFUL IN THE ROLE:**

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| Essential | Desirable |
| * Minimum 2-3 years’ experience in GIW fundraising, supporter engagement management or similar * Strong interpersonal and communication skills to establish and manage relationships with a variety of internal and external stakeholders * Experience in presenting to large audiences * Highly organised, flexible and able to prioritise tasks and use own initiative * Positive attitude and desire to exceed expectations * Sound computer skills, including aptitude in MS Word, PowerPoint and customer relationship management systems (databases) * Self-motivated and able to work with minimal supervision * Good attention to detail * Able to manage the physical demands and inherent requirements of the job | * A tertiary degree in Marketing, Communications or similar * Able to continually improve on established processes * Project management skills and experience |

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| [Name] | [Sign] | [Date] | |  |  | | --- | --- | |  | / / | |