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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
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| 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
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| 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
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**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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