

Senior Community Fundraising Coordinator

Position Description

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| Position Title: | Senior Community Fundraising Coordinator |
| Responsible Council: | NSW State Council |
| Reports to | Events and Community Fundraising Manager |
| Location: | St Vincent de Paul Society NSW State Support Office Lewisham |
| Primary position objective: | Lead community fundraising events and campaigns and champion the community fundraising strategy; lead the development and execution of a new innovative fundraising campaign; support community and parish fundraising in alignment with national appeal campaigns and supporting the Events and Community Fundraising Manager in delivering key fundraising events for the St Vincent de Paul Society in NSW. |

St Vincent de Paul Society NSW

The St Vincent de Paul Society is a member and volunteer based organisation that has been assisting people experiencing disadvantage in NSW for more than 130 years.

The Society was founded by a 20 year old man named Frederic Ozanam in 1833, who with a group of friends, wanted to make a difference to the poverty and disadvantage that he saw around him in post- Revolution France. Leading by example and with boundless energy, Frederic started what is now a world-wide movement in just 20 short years. The St Vincent de Paul Society NSW has around 16,000 members and volunteers and 1480 staff. Our local member networks, referred to as Conferences, are present in over 420 communities across NSW.

Our members and volunteers provide assistance to people experiencing disadvantage including food parcels and vouchers, financial assistance, assistance with energy bills and other debt, budget counselling and the provision of other material items such as furniture, clothing and bedding and any other household items. Importantly, our members also provide vital emotional support and referral services as needed.

The St Vincent de Paul Society is a leading provider of community support services and has close to 100 Special Works across the State in the areas of homelessness, mental health, disability, financial counselling, supported accommodation, food provision, refugees and migrants and addiction counselling.

Our work is funded by all levels of government, the generous support we receive from the community and our 250 Retail Centres across NSW.

Every day in NSW the Society helps thousands of people through Home Visitation, Hospital Visitation, Prison Visitation, Homeless Services for Men, Women and families, Migrants & Refugee Assistance, Support for those living with a mental illness, Supported Employment Services for People with an intellectual and other disabilities, Vinnies Centres, Overseas Relief, Disaster Recovery, Budget Counselling and Youth Programs.

Department Overview

The Fundraising & Communications (F&C) Department encompasses a range of professional services including fundraising, major gifts, bequests, events, corporate partnerships, community fundraising, communications and marketing and is dedicated to raising the profile, awareness, funds and support for the 'good works' of the St Vincent de Paul Society in NSW.

Responsibilities

Community Fundraising

- Prepare and execute a detailed community fundraising work plan to achieve the goals of the Fundraising and Communications Team Strategy
- Enhance and promote Vinnies signature events and campaigns including Vinnies Community Sleepouts and Vinnies School Sleepout
- Enhance and promote Vinnies DIY and third party fundraising opportunities including fitness challenges, personal challenges and in celebration or in memory.
- Manage all online giving portal accounts including updating content and promoting to the public
- Manage all online fundraising events and campaigns through online giving portals
- Coordinate and update the Community Fundraising events and pages on the Vinnies NSW website
- Prepare and execute a strategy to increase supporter involvement in mass participation events including City2Surf
- Develop and execute a new Community Fundraising signature initiative
- Manage online and offline donor relations for community fundraising events and campaigns
- Write and implement the EDM strategy for all community fundraising campaigns
- Work with the Marketing & Communications team on communications plans including media, social media, online and print opportunities for community fundraising campaigns
- Manage Team Vinnies social media groups and pages
- Recruit and manage events administration volunteers during high volume campaign periods
- Liaise with the Accounts Team to reconcile, acknowledge and receipt all community fundraising donations
- Manage relationships and billing with third party event organisers and service or product vendors
- Manage the community fundraising brand and all associated campaign brands and materials
- Ensure fundraising compliance standards are adhered with all NSW fundraising activities and events
- Contribute to the annual income and expenditure targets

High Profile Fundraising Events

- Support the Events and Community Fundraising Manager in delivering high profile fundraising events including the Vinnies CEO Sleepout and Hotels Have Hearts
- Assist with administration of databases and mailings for fundraising event participants, sponsors and supporters
- Ad-hoc event administration as required

Fundraising Development

- Research and implement new and innovative fundraising campaigns and coordinate campaign pilots
- Research and implement new third party online and offline opportunities to facilitate fundraising and brand awareness
- Develop and execute a detailed fundraiser journey for long term strategic supporter cultivation across community fundraising opportunities and other fundraising streams
- Participate in the Community Fundraising Development National Working Group to achieve national collaboration and consistency across community fundraising materials and campaigns

Essential Criteria

- Tertiary qualification in social impact, marketing, events or business
- Minimum 5 years' experience in a Marketing, Events, Fundraising or Business Development role
- Demonstrated initiative and ability to take ownership of projects
- Understanding of strategic development processes and a willingness to contribute to innovative projects
- Extremely organised with a high level attention to detail
- Excellent written and verbal communications skills and proof reading skills
- A positive attitude and ability to work autonomously and as part of a team
- Flexibility to meet a range of job demands and deadlines
- Willingness to train as desired
- Capacity to work within the Society's ethos, Mission and Code of Conduct

Desired Skills

- Understanding of the not for profit and social sector
- Excellent working knowledge of Microsoft Office and fundraising CRM databases

The St Vincent de Paul Society is an Equal Opportunity Employer