

Major Gifts and Philanthropy Coordinator

Position Description

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| Directorate: | Commercial Enterprise, Fundraising and Communications |
| Reports to: | Manager, Major Gifts and Philanthropy |
| Direct reports: | NIL |
| Location: | Flexible working from home and State Support Office in Lewisham |
| Primary position objective: | <ul style="list-style-type: none"> • To research, develop and manage a strategic and proactive Major Gifts Program for the St Vincent de Paul Society NSW. • To develop, cultivate and promote awareness of the crucial recruitment of major donors from known supporters, member groups and the wider community with the aim of soliciting significant gifts to the Society. • To manage the program with a high degree of autonomy to maximise the financial outcomes for the St Vincent de Paul Society NSW. |

The St Vincent de Paul Society is an Equal Employment Opportunity Employer

Directorate overview

This position is in the Commercial Enterprise, Fundraising and Communications Directorate. The teams within the directorate and their functions are:

Fundraising: this team is responsible for state-wide corporate partnerships, community fundraising and events; major gifts and philanthropy; gifts in wills and estates; direct marketing and appeals; and fundraising development.

Communications and Marketing: this team is responsible for state-wide brand and creative services; external communications; issue management; marketing; digital communications and digital fundraising.

Retail and Logistics: this team is responsible for state-wide retail service delivery; logistics and supply chain network; and retail projects.

Commercial Enterprises: this team is responsible for state-wide recycling and sustainability initiatives; Container Deposit Scheme (CDS); and new commercial enterprises.

Accountabilities and responsibilities

The Major Gifts and Philanthropy Coordinator will:

Research

- Undertake extensive research of known and potential high net worth supporters.
- Demonstrate data analysis acumen, making recommendation to and engaging key stakeholders to assist in the selection of suitable candidates.
- Develop a program of Society programs and services that require major gifts funding.

Program Management

- Plan, organise and manage the Major Gifts program to achieve significant revenue growth and targets and generate funds in support of the Society's key fundraising objectives.
- Develop an innovative major donor journey and framework to energise existing major donors and attract prospects.
- Identify potential donors in NSW and develop their interest to make a significant gift through a major donor journey framework.
- Develop and implement dynamic prospect plans and work with multiple donors at the same time.
- Develop tailored proposals to prospects on a regular basis.
- Develop regular high value packages that align with major donors and prospect giving.
- Proactively manage regular gift solicitation conversations and meetings with major donors.
- Maintain donor and prospect notes in the database ensuring this information is treated in a confidential manner and used appropriately.
- Manage boutique, networking events as and when appropriate.
- Monitor business and social pages for updates on known and future prospects.
- Communicate to past donors the lasting impact their gift has had on the Society.
- Develop a formal Major Gifts suite of collateral.

Wider stakeholders

Service and Program Managers

- Manage and maintain relationships with St Vincent de Paul Society programs and services.
- Work closely with the Society's services to help meet funding objectives.

Senior Managers

- Provide feedback on the program to the Exec Director F&C to ensure it is efficient and achieves operational targets.
- Provide regular reports and engage CEO, State President and other senior managers to meet with prospect donors.

Departmental colleagues

- Work with the Major Gifts and Philanthropy Manager positioning the Major Gifts program

appropriately within the wider Fundraising Strategic Plan.

- Work with the Major Gifts and Philanthropy Manager to ensure the Major Gifts program works in collaboration with Bequests and Regular Giving programs.

- Work with the broader fundraising team to leverage against other campaigns including:

- Major Appeals (Winter, Christmas and newsletters)
- Bequest Campaigns
- Regular Giving Campaigns
- Vinnies CEO Sleepout events (June each year)
- Other major fundraising events
- Tours of particular special works (i.e., Matthew Talbot Hostel)
- 'Thank you' function

Essential criteria

Critical capabilities

There are nine capabilities expected of all leaders across the Society:

- **'People we serve' centric:** (Level 1) Deliver, or support the delivery of, high-quality services that provide a hand up for the people we serve.
- **Values based leadership:** (Level 1) Develop an understanding and respect for and be aligned to the Society's mission, vision, values and lay Catholic heritage.
- **Impact focus:** (Level 1) Contribute to the delivery of positive impact through informed decision making and efficient and effective use of resources.
- **Collaboration:** (Level 1) Work collaboratively with others to solve challenges, foster the Society's mission and implement the Strategic Plan.
- **Change leadership:** (Level 1) Support the implementation of change.
- **Team performance:** (Level 1) Develop own performance and contribute to team performance.
- **Digital engagement:** (Level 1) Effectively participate in virtual, dispersed teams using digital tools.
- **Innovation and improvement:** (Level 1) Contribute to generating new ideas that will improve services and ways of working.
- **Financial acumen:** (Level 1) Use the Society's resources responsibly.

Role-specific criteria

- An appropriate tertiary degree qualification, preferably in a related discipline.
- A proven track record in securing significant funds from individuals and/or organisations.
- Excellent interpersonal skills including the ability to cultivate impressionable relationships with donors, colleagues, senior management and other key stakeholders.
- Strong capacity to conceptualise and to creatively develop a new and lasting program.
- Demonstrated capacity for strategic thinking and forward planning.
- Ability to be self-motivated, to work autonomously and also to be a strong team player.

- Excellent analytical skills with particular emphasis on extracting key findings from complex data.
- Effective time management with well-developed organisational ability.
- Excellent written communication skills and computer literacy.
- Understanding of marketing and fundraising, preferably in the area of Major Gifts or Bequests.
- Proficiency in MS Office software and experience using databases.
- NSW driver licence.

Desirable criteria

- Experience working in a membership-based organisation to support and empower members and volunteers.
- Membership of the Fundraising Institute Australia Inc (FIA).
- A strong, professional network in the fundraising and wider community.
- Knowledge of the community welfare sector.