

Fundraising Team Leader

The position

Face to face fundraising (F2F, known internally as the WD or Wilderness Defender program) is a vital source of income and support for The Wilderness Society.

Reporting to the Regional Fundraising Manager, The Team Leader will be responsible for the day to day on site supervision of the face to face fundraising team. The role will include the provision of on site coaching, guidance, leadership and motivation for the team and management of compliance with the PFRA Standard including uniform, identification and permits.

There will be an expectation for the team leader to set a professional example to the rest of the team in both their behaviour and in consistent delivery of a high number of monthly sign ups. The team leader will also work closely with the Regional Fundraising Manager to provide support and innovation in fundraising practices.

Job Title	Fundraising Team Leader	Department	Membership and Fundraising
Location	Various	Level	3
Tenure	Permanent	Hours	Part time (30 hours weekly)
Reports to	Regional Fundraising Manager		

Key responsibilities and measures/outcomes:

Fundraising	
Key Responsibilities	Measures/Outcomes
<ul style="list-style-type: none"> Approach and engage the public at assigned territory/venues. Inspire members of the public to commit ongoing donations to TWS. Consistently achieve personal targets in accordance with agreed KPIs. Ensure the effective and accurate administration and processing of personal and team sign ups. Personally adhere and ensure the team adhere to the Public Fundraising and Regulatory Association (PFRA) Standard at all times Maintain an up to date understanding of a range of TWS's campaigns so as to knowledgeably speak to 	<ul style="list-style-type: none"> Average of 2 members per day Average supporter contribution of \$30 85% scheduled first payments occur Average age of supporters >30 years old



potential supporters about the organisation's work and ensure team members can do the same. <ul style="list-style-type: none">● Promote TWS values and vision to the public.	
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Leadership	
Key Responsibilities	Measures/Outcomes
<ul style="list-style-type: none">● Encourage, support and direct colleagues on site.● Keep the team motivated to achieve their individual targets and ensure professional behaviour from the team whilst at site - time management etc.● Work with the Regional Fundraising Manager as required to help implement and provide new strategy and ideas whilst also reporting back on the team.● Provide feedback to the Regional Fundraising Manager on rosters and potential sites / events and provide potential site suggestions.● Quickly identify and resolve disciplinary issues/ other events that may implicate the organisation or the well-being of team members.● Take over duties including rostering and processing timesheets when Regional Fundraising Manager is on leave, as agreed with manager.● Represent & also ensure team members represent TWS in the public sphere in a positive and inspiring manner.● Ensure team members take responsibility for any equipment entrusted to their care.● Positively contribute to team meeting content and the overall team culture.● Be available to lead occasional travel trips to rural or interstate locations.	<ul style="list-style-type: none">● Reports and feedback demonstrate effective use of feedback to promote confidence and increase competencies of others● Start each fundraising session with a team talk or energiser● Maximise opportunities of each fundraising venue● Build a stable team culture that performs an average of at least 1.5 per members per shift

Coaching and skill development	
Key Responsibilities	Measures/Outcomes
<ul style="list-style-type: none">● Support the team to achieve their daily/ weekly targets in accordance with agreed KPIs. This includes setting targets for individual team members and managing their performance with the support of the manager.● Coach individuals as directed, to demonstrate increased ongoing success using a six step coaching process.● Provide expertise in fundraising techniques & ensure team members can apply appropriate techniques	<ul style="list-style-type: none">● Provide a minimum of three coaching reports each week demonstrating improved performance against KPIs.● Reports show increase in team KPIs including average members per shift, average gift amount and supporter retention.



<p>whilst working.</p> <ul style="list-style-type: none">• Development of potential new pitches for the team to use on the street.• Identify any skills / knowledge gaps present in team members.• Record information to provide feedback to the manager in terms of what campaigns and pitch styles are resonating best with the public.• Create & deliver fortnightly workshops to whole team to encourage continuous skills development for team members.• Assist with training for new fundraisers on site and provide site induction on their first day.• Ensure regular coaching reports are recorded so coaching and skill development is captured.	<ul style="list-style-type: none">• Reports show increased average tenure of fundraisers• Regular team workshops demonstrate improved performance for participants.
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Competencies / Selection Criteria

Essential	Desirable
<ul style="list-style-type: none">• Commitment to The Wilderness Society's purpose and values• Minimum one year face to face fundraising / sales experience with a proven track record of success• Experience in supervising, training or coaching a fundraising / sales team• Excellent communication skills, creativity and the ability to develop new ways to inspire people about TWS' work• Proven analytical, reporting and investigative skills, with the ability to think critically and solve problems• Enthusiastic, people person with demonstrated experience working in a team	<ul style="list-style-type: none">• A proven commitment to and understanding of the not-for-profit sector• Familiarity with the PFRA Standard and an excellent record of delivering compliant fundraising• Competence in systems including spreadsheets and databases.