

Senior Fundraising & Engagement Officer

The Position

Reporting to the Regional Fundraising Manager the Senior Engagement Officer's role is to inspire people to commit ongoing funds, and engage and retain donors through two work streams:

1. Face to Face:
 - a. By engaging with members of the public at rostered locations
2. Supporter Care (phone/online):
 - a. Calling, emailing and engaging supporters via social media to increase engagement and retention.

Senior Fundraising & Engagement Officers may work in either work stream or a combination of both, depending on skills and experience and organisational need. The Senior Fundraising & Engagement Officer ensures that they consistently meet KPIs and works within the Fundraising & Engagement team.

Employer	The Wilderness Society Ltd	Department	Membership & Fundraising
Location	Melbourne, Sydney, Brisbane or Hobart	Reporting to	Regional Fundraising Manager
Tenure	Casual, Part Time or Full Time	Hours	18.0-37.5
Award/Level/Remuneration	<p>Individuals employment terms and conditions are covered by the Award or industrial agreement in which that type/stream of work applies to. The level classification for stream of work relates to that awards or agreement</p> <p>Face to Face fundraising work (also known as Wilderness Defender work) is covered by the Miscellaneous Award 2010 Face to Face fundraising is classified as a Level 3 Miscellaneous Award</p> <p>Phone/Online (inbound outbound, also known as Supporter Care work) is covered by the TWS MEA 2015 Inbound/Outbound engagement is classified Level 2 TWS MEA</p>		

Responsibilities

Key Responsibilities
Face to Face Fundraising



- Approach and engage the public at assigned territory/venues and inspire them to commit regular donations to TWS
- Coaching, encouraging and supporting colleagues on site and providing expertise on fundraising techniques

Supporter Engagement

- Engage with donors via phone, email and social media to maximise retention and lifetime value, including welcome calling, thank you calling or other types of calls.
- Provide campaign and general information to members, supporters, general public, and other organisations with a view to maximising support for TWS.
- Ensure all membership and general information enquires are handled appropriately via telephone, face to face, email and mail communication, including complaints.
- Adherence to the Supporter Care Charter

Data Management

- Demonstrate understanding of obligations to comply with legislation, regulations, internal policies and best practice (specifically PCI DSS, Privacy Act and standards for customer care and complaints resolution)

Risk Management & Compliance

- Work Health & Safety
- Actively participate in the identification and mitigation of risks within the organisations risk management framework.
- Adhere to the Public Fundraising and Regulatory Association (PFRA) code of conduct at all times.
- Adhere to the FIA code at all times.

General

- Consistently achieve personal targets in accordance with agreed KPIs
- Maintain an up to date understanding of TWS campaigns
- Participate in team meetings and other activities as required
- Some travel may be required from time to time (for face to face fundraising travel trips)
- Actively seek opportunities to innovate or identify process improvement and professional development

Knowledge and Skills

Essential	Desirable
<ul style="list-style-type: none"> ● At least one year’s experience in fundraising or sales and a track record of success achieving sales or fundraising results/targets. ● Commitment to TWS values ● Excellent networking and interpersonal skills and ability to communicate with a range of people ● Excellent communication skills 	<ul style="list-style-type: none"> ● A proven commitment to and understanding of the not-for-profit sector ● Excellent public speaking skills ● Confident knowledge of environmental issues ● Knowledge of professional and ethical standards for fundraisers including the PFRA standard and/or the FIA Code ● Experience in telephone servicing and administration duties.



including the ability to convey complex concepts simply and succinctly

- Conflict and complaint resolution skills
- Ability to work as part of a collaborative team and individually, ensuring you have High levels of self motivation, ownership, confidentiality and integrity
- Digital literacy and proficiency in systems such as databases, email and calling software