

POSITION DESCRIPTION

Title: Individual Giving Specialist

Employment Type	Full time / permanent
Location	Brisbane
Reports to	Head of Communications, Marketing and Fundraising
Internal relationships	All staff
External relationships	Donors, Families, Stakeholders

About Hear and Say

Hear and Say has been a world-leading expert in hearing technology and listening and spoken language therapy for almost 30 years. Working in our five centres across Queensland and throughout the globe, we are dedicated to opening worlds for all people with hearing loss. Our team empowers individuals to live life connected with their friends, family and community. We shape our work around the latest research and technology to best support the needs of children and adults impacted by hearing loss and other sensory concerns. Together with families and health professionals, our inter-disciplinary Early Intervention program strives to give children the gifts of listening, hearing and speaking so they are not limited by hearing loss and can reach milestones at the same time as their hearing peers. We encourage early identification of hearing loss by supporting screening through our newborn and school programs, as well as provide evidence-based training for health and education professionals and parents. The work we do is underpinned by our values and relies on the generous support of our networks, government and philanthropic partners to create impactful and sustainable change. Our five core values underpin our behaviour:

Exploration

Community

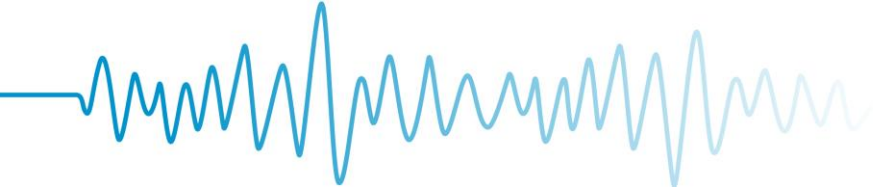
Collaboration

Integrity

Joy

Purpose of the role

This role will establish an Individual Giving, Regular Giving and Workplace Giving program, while developing a pipeline of prospects for Major Giving and Bequests. The role will be responsible for strategically driving ambitious fundraising initiatives to allow Hear and Say to achieve its strategic objectives and innovate and improve on existing campaigns and initiatives in this space, be responsible for the existing CRM, data governance and fundraising reporting.



Key responsibilities

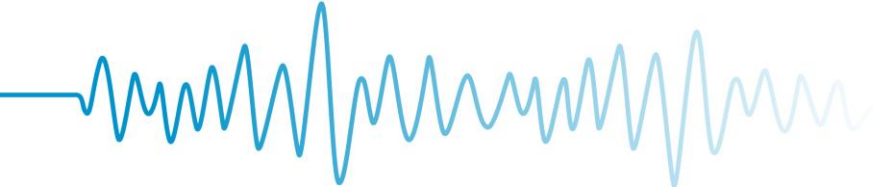
This role will be responsible for:

- Create cut-through fundraising initiatives, build strong connections and tailor donor journeys to achieve targets, including Giving Day/Tax Appeal and the annual Christmas campaign.
- Develop key messages and effective strategies that support multiple channels of giving, report on their progress and ensure they continue to achieve ROI.
- In consultation with the Head of Communications, Marketing and Fundraising, implement the Individual Giving Strategy to drive acquisition of new donors and retention of existing donors to achieve revenue growth
- Manage the end-to-end process of implementation of donor acquisition campaigns, regular giving, key donor renewal appeals and all stewardship and retention to deliver fundraising revenue and maximize ROI.
- Manage the creation, production and execution of direct mail, tele-fundraising, e-marketing, social lead generation, and conversion to giving, while being innovative and evidence based in approach.
- Develop and implement a donor retention strategy (including short, medium- and long-term goals) to maximize the donor experience and encourage a lifetime of giving to Hear and Say.
- Proactively identify and introduce new innovative channels that grow levels of funding and elevate donors through the pipeline into the Philanthropy portfolio of Major Donors and Bequests in order to achieve significant growth.
- Manage donor relations both transactional and relationship focused.
- Achieve budgets, KPIs and set financial income targets.
- Write and present a post campaign analysis for presentation to team members.
- Work on future projects and additional projects in order to support the overall fundraising strategy.

Qualifications and key selection criteria

The following selection criteria are required to successfully do the job:

- Tertiary qualification in a related discipline is essential (Fundraising, Marketing, Communications or Business Development)
- Significant experience in Fundraising, specifically within Individual Giving and Regular Giving, with expertise in both the conceptualisation and delivery of successful acquisition and retention campaigns.
- A critical thinker with problem solving skills, and the ability to contribute at a senior level including informing and implementing strategic decisions, setting budget forecasts and board reporting.
- Data driven with excellent data analytics ability, with capability of using or learning Donman, and finding ways to improve use of this system, and in time assist in the transition to a new CRM platform.
- Able to think big picture, but be detail oriented in planning, process driven and able to deliver on time and within budget.
- Show a proven track record of stakeholder/relationship building.



- Ability to effectively prioritise workload and demonstrate strong time management skills.
- Maturity and ability to use initiative with discretion.
- Commitment to delivering continuous improvement and innovation.
- Proactive, driven, and able to work in a fast paced, dynamic fundraising environment.
- Proficiency in Donman or similar CRM system, Microsoft Office (including Outlook, Word, Excel, and PowerPoint) and social media as well as comfortable in adopting new technologies.

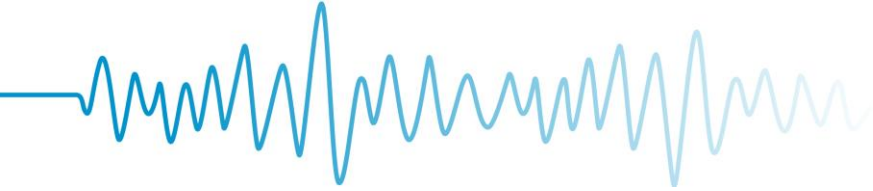
Key Performance Indicators

Key performance indicators will link to specific responsibilities, as well as our core values of: exploration, community, collaboration, integrity and joy will be periodically negotiated and agreed with the successful candidate in line with strategic plans. Performance will be assessed relative to those targets, and adherence to the organisations policies and values, and the manner in which results are achieved will also be taken into account when assessing performance. Some example:

- Achieve the number of new donors required, conversion of lapsed donors to active donors and migrate donors to regular givers
- Demonstrate increases in frequency and recency of giving
- Improve Individual Giving through:
 - Financial measures (increase in donor response rates/average gifts, donor acquisition cost, donor lifetime values etc.)
 - Donor satisfaction (retention and value of first-time givers to set donor lifetime values)
 - Management effectiveness (on time and within budget, streamline and improving process and a high degree of competency across systems and platforms)
- Efficiency in the completion of analysis of work, and ideas around innovation and test and learns.
- Demonstrate high levels of professional integrity as well as the ability to effectively collaborate with every business unit as well as relevant external stakeholders.

Employment screening

Eligibility to clear probity checks including criminal history and working with children check (Blue Card).



Acknowledgement

I have received a copy of the role description and I have read and understand its contents.

Employee name	
Employee signature	
Date	