

National Donor Stewardship Officer

Position Description

Date: Monday, 12 February 2024

About BirdLife Australia

As Australia's only national bird conservation charity, we are on a mission to put birds and nature on the path to recovery within a decade, leading and facilitating action that halts biodiversity loss and restores ecosystems. We can only achieve this with the help and support afforded to us by our diverse stakeholders including supporters, campaigners, donors, members, and like-minded conservation organisations.

BirdLife Australia takes a science- and evidence-based approach to bird conservation. Where strong conservation plans are in place and well-resourced, the evidence tells us that threatened species can be brought back from the brink of extinction. With a 100-plus year history and Australia's strongest and longest-lived collection of data and surveys, BirdLife Australia brings a wealth of observation and experience to the protection of native birds.

BirdLife Australia is a diverse organisation with more than 370,000 supporters, donors, volunteers, campaigners and members, over 130 staff across Australia, and a network of more than 40 voluntary community groups.

A significant part of BirdLife Australia's work is done by volunteers acting either alone, in organised groups or serving on Committees. It is important that all staff understand and appreciate the contribution made by volunteers, and are also mindful of their varying skills, interests, and motivations.

BirdLife Australia acknowledges the important role First Nations People throughout Australia have played, and continue to play, caring for Country. We acknowledge their continuing connection to land, sea and community and pay respect to Traditional Owners and their cultures, and to their Elders both past and present. BirdLife Australia endeavours to facilitate the further engagement of Indigenous Australians in the research and conservation of our native birds.

Position title

National Donor Stewardship Officer

Position objective

The National Donor Stewardship Officer is a key role within the BirdLife Australia Fundraising Team. Reporting to the Major Gifts Lead, this individual is responsible for managing the mid-value donor portfolio of individuals who give between \$1,000 - \$10,000 annually, actively generating a growing

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stream of income nationally. This individual will also lead the Fundraising Team's prospect research efforts, working closely with the Major Gifts Team to identify prospective major donors and support the qualification process, along with managing the coordination of donor events on behalf of the Fundraising Team.

Status

This is a full-time position (1FTE) offered on a continual contract.

Staff reporting

None

Remuneration / Job Level

Salary at a Level 2, grade based on experience and expertise (*As per published Level / Grade Remuneration Scales*)

Location

This is a hybrid position based in BirdLife Australia's National Office (Carlton, Victoria) and a home office location. Fully remote work within Australia may be considered.

Reporting

This position reports to the Major Gifts Lead.

Key relationships

Internal: Fundraising, Communications and Engagement, Supporter Care, Head of Dept.

External: BirdLife Australia's current and prospective donors

Travel requirements

Some travel within Australia may be required

Duties

The primary objective of the National Donor Stewardship Officer is to help develop, and coordinate the implementation of, the mid-value donor strategy and stewardship plan to grow the mid-value philanthropy program. This includes:

- Managing the portfolio of mid-value donors and major donor prospects through the moves management cycle to secure donations, upgrade donations where possible, and meet ambitious annual income targets;
- Reviewing donor analysis and research to identify donors who have the capacity and interest to increase their investment in BirdLife, and recommending them for appropriate gift solicitation;
- Implementing tailored supporter journeys via a range of timely and strategic communication touchpoints, particularly gift acknowledgment, impact reporting, engagement events, and surveys;

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- Coordinating donor engagement and stewardship events in collaboration with Fundraising Team colleagues;
- Coordinating the development and production of relevant donor solicitation and retention communications;
- Ensuring our donor database includes a comprehensive and professional record of donor communications;
- Support Fundraising Team colleagues in acquisition of grants from trusts and foundations as directed by your manager
- Other duties as directed by your manager.

Selection Criteria

- Completion of a university degree in any field;
- Strong interpersonal and written communication skills; including comfort with soliciting funds;
- Proven record of successfully managing complex projects to completion;
- Ability to build professional rapport with a diverse range of people, including high-net-worth individuals and senior management;
- Proficiency with Microsoft Office Suite;
- An understanding of the environment and conservation sector, fundraising principles and practices in Australian NFPs, and the FIA Code of Conduct are desirable but not strictly essential;
- Experience with Salesforce is preferred but not essential.

Desirable workstyle, attributes, and attitudes

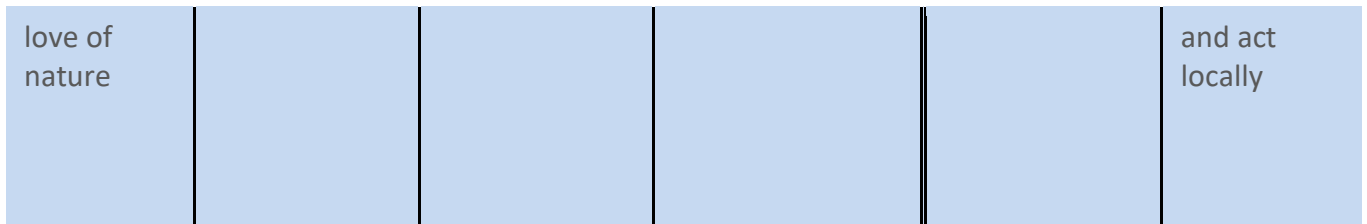
- Attention to detail;
- Ability to prioritise strategically when faced with multiple obligations;
- Ability to work well under broad managerial direction, both autonomously and in a team;
- A focus on providing an excellent experience to donors and supporters;
- Creativity to maximise allocated resources;
- Flexibility to adapt to new ideas or changing work demands;
- Reliability and responsiveness.

Living our Values

- Promote and role model appropriate behaviours that support BirdLife Australia's culture and values;
- Actively demonstrate organisational values.

<i>Passion</i>	<i>Excellence</i>	<i>Leadership</i>	<i>Collaboration</i>	<i>Integrity</i>	<i>Impact</i>
We bring people together around a	Science and knowledge is at the centre of everything we do	We empower and inspire people to lead with courage and purpose	We embrace diversity and work in partnership with mutual respect	Our success is based on experience, honesty, trust and fairness	We think globally, lead nationally

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OH&S statement

Employees and potential employees should be aware that the requirements of the position include, but are not limited to:

- Limited attendance at evening or weekend meetings
- Possible driving for extended periods and interstate travel
- Long periods of sedentary desk and computer duties and telephone use
- Possible lifting and moving of heavy equipment and objects
- Overnight and weekend work in the field and at conferences