

# Regular Giving Coordinator

## Position Description

**Date: Monday, 9 September 2024**

### The organisation

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 330,000 supporters, donors, volunteers, campaigners and members, over 130 staff across Australia, and a network of more than 40 voluntary community groups.

BirdLife Australia is truly local to global, with a network of more than 40 voluntary community groups on the ground in Australia, and is the Australian member of the BirdLife International partnership, the world's largest partnership for conservation.

Our growing network of people generously give their time, expertise, voice and financial support, standing together with us to help protect Australia's unique birdlife.

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.

### The role

The Regular Giving Coordinator is responsible for maximising the long-term value of BirdLife's regular giving program. Working closely with the Individual Giving Manager the role will work to acquire, retain, steward and upgrade regular givers across a range of channels and coordinate membership renewal communications.

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## Position title

Regular Giving Coordinator

## Position objective

Maximising the long-term value of BirdLife's regular giving program by acquiring, retaining, stewarding and upgrading regular givers across a range of channels and coordinating membership renewal communications.

## Status

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

## Staff reporting

None.

## Remuneration / Job Level

Salary at Level 3, grade based on scale, experience and expertise.

## Location

The position will be a hybrid role based at BirdLife Australia National Office in Melbourne with the flexibility to work from home.

## Reporting

This position reports to the Individual Giving Manager.

## Key relationships

**Internal:** Participation and Engagement teams, Finance and Business Improvement, Conservation and Science, Project Staff and Network Groups.

**External:** BirdLife Australia donors, members and supporters; suppliers; service providers

## Travel requirements

Some travel within Australia may be required.

## Duties

- Working with the Individual Giving Manager to develop and implement an annual communication schedule for the Regular Giving program in line with BirdLife Australia's short and long-term strategic objectives.
- Set, monitor and report on targets across the Regular Giving program - including ongoing tracking of income and expenditure against budgets. Prepare reports at regular points on how the RG program is tracking against objectives.
- Work with the Fundraising and Marketing Team to develop, implement and optimise the Regular Giving acquisition strategy across telemarketing, digital and direct mail channels.

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- Keep up to date with sector best practice and latest trends in regular giving and fundraising more broadly.
- Providing systems for the Supporter Care team to use when handling regular gifts, business donors and workplace giving enquiries.
- Identify and engage potential business donors through targeted outreach and relationship-building efforts. Work closely with both inhouse data team and external data consultants on optimal data selections for decline management, upgrade, reactivations, and conversion programs.
- Ensure business processes and systems reporting is in place to maximise payment success and donor retention.
- Develop and implement a cross-channel retention and upgrade strategy to maximise regular giving and membership income including donor stewardship plan and associated communications collateral.
- Working with the Individual Giving Manager to oversee the continual refinement of BirdLife's regular giving proposition in line with strategic brand direction.

## Selection criteria

### Essential

- Experience working on a regular giving program at a not-for-profit.
- Experience executing regular giving acquisition, conversion, reactivation and upgrade campaigns across multiple channels.
- Strong project management skills with demonstrated ability to manage and support numerous stakeholders to successfully deliver projects that meet objectives and deadlines.
- Strong numerical and analytical skills with strong attention to detail.
- A sound understanding of segmentation approaches and experience of managing data-driven marketing campaigns.
- Strong written and verbal communication skills, including the ability to create and foster collaborative and productive relationships with internal and external organisations.
- Strong copy writing and editing skills.
- Experience developing engaging and inspiring communications for a regular giving audience such as onboarding journeys, welcome materials and donor retention communications across both digital and print.
- Demonstrated skill working with CRM systems and databases (e.g. Salesforce, Raisers Edge etc.).
- Strong planning, time management and organisational skills.

### Desirable

- Knowledge of Salesforce.
- Some knowledge and interest in environmental, ecological or avian issues.

### Workstyle, attributes, and attitudes

- A team player.
- Works positively, effectively and sensitively with a wide range of people.
- Takes responsibility.

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- Works to deadlines.
- Adaptable and willing to embrace innovation and change.
- Outcome oriented.
- Reliable and responsive.
- An open and transparent communicator.
- Adaptable working styles.

## 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 love of nature	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 and act locally

## 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.

Please apply by sending a cover letter addressing key criteria along with your resume to [people@birdlife.org.au](mailto:people@birdlife.org.au)