

ROLE TITLE:	Donor & Community Relations Officer	BUSINESS UNIT:	Marketing and Communications
DATE:	November 2021	FTE:	1.0
REPORTS TO:	Partners and Major Donors Team Lead	ROLES REPORTING TO THIS ROLE: None	

APPROVED: **5/ 11 / 2021**

ROLE PURPOSE:

International Needs Australia (INA) is a Department of Foreign Affairs (DFAT) and donor-funded and accredited international development organisation that works with the poorest and most marginalised communities, especially women and children, to eliminate poverty and its causes regardless of affiliation. INA is different in our approach to international development and our engagement with Australian supporters because INA:

- focuses on women and children in three key areas: Education, Health and Livelihoods
- works in Southeast Asia, South Asia & Eastern Africa (currently Ethiopia, Uganda, Ghana, India, Nepal, Sri Lanka, Myanmar, Philippines)
- is grounded in Christian values and strives for a just world where all people are treated equally to reach their God-given potential
- commits to in-country project localisation with innovative partners and work through local staff and volunteers. We believe this is respectful and supports the development of more substantial and sustainable partner organisations and community outcomes
- believes in poverty alleviation through a cross-sectoral and holistic approach to community development. This approach lets us partner with donors and other agencies committed to holistic poverty alleviation, focusing on community-prioritised needs
- conducts national education programs with Australian students that align with the Australian curriculum to help youth clarify their personal purpose and increase empathy and understanding of global poverty and the Sustainable Development Goals
- brings our funding contributors and in-country partners closer together and easily co-design projects with all stakeholders to support innovation and alignment of programs
- is efficient and allocates over 83% of funds to overseas projects or community education programs

Marketing and Communications aims to increase income and brand awareness to support INA to achieve its Mission. The team:

1. delivers a regular schedule of appeals to inspire active support for INA programs from current and prospective donors
2. acquires new supporters (individual donors, business partners and schools) on a journey to fight injustice and alleviate poverty
3. enhances the donor engagement and journey
4. strengthens engagement with business, trusts and foundations
5. raises brand awareness through advocacy and communications campaigns
6. grows grant income

The Donor Relations & Community Relations Officer has a central role in ensuring we thank and positively engage with our supporters articulate the impact of their support in creative and compelling ways. The role will focus on the important data management, administration and research required to deliver a donor relations program, as well as unique activity to make our supporters feel valued. This role will ensure our donors are recognised as an essential part of the INA community, with every gift and donor treated in a special way.

Reporting to the Partners and Major Donors Team Lead, the **Donor & Community Relations Officer** will have an exceptional service and relationship-based approach in being responsible for donor engagement and stewardship; managing donors and to enhancing donor experience through engagement via phone and email correspondence, and, ensuring all donor and prospect records are updated in the CRM system. The position also develops and maintains the standard operating procedures for this activity. The role has the potential to support international programs and other aspects of INA operations.

KEY OUTCOMES:

1. Donor/Community Relations: Responsible for the acknowledgment process and mapping for all donors ensuring timely acknowledgments are in line with best practice. Assist with donor journey management reports (once a month) and planning; returned mail / supporter CRM record updates; Duplicate management; Managing all inbound calls
2. Annual Tax Receipts mailout and query management (e-version & mail) with assistance from Finance
3. ChildLink / SHE / Gift of Justice program relations: ChildLink beneficiary profile generation and mailings; Monthly payment management, bounced and missing payments; Develop KPI report; Arrange ChildLink changeovers as notified by INA partners; Maintain masterlists and lists of upcoming ChildLink graduations; Audit digital ChildLink profile photos against current Linked children list. Ensure KPI report is completed and delivered on time; Ensure ChildLink and SHE mailings are posted in a timely manner. Support field partners with ChildLink reports to donors; collect and compile ChildLink, SHE and Gift of Justice project progress data; work with Marketing and Communications Officer to produce reports for donors
4. Events organisation for donor and national partner events
5. Receipting donations Collection of postal donations; Collection of postal donations; Send Online Store thank you cards; one off and monthly credit card and direct debit processing
6. Major donor prospect research. Work collaboratively with the International Programs and Marketing and Communications teams to contribute to the enhancement of communications and fundraising programs as required
7. Database – Database management, extraction & transformation. Owns the INA external stakeholders database/CRM; campaign data and post campaign reports, lists, administrator (reset staff passwords, submit enquiries to Blackbaud Raiser’s Edge CRM)
8. Assist with management of volunteers and interns
9. Other duties as directed

KEY RELATIONSHIPS / INTERACTIONS

Direct working relationship:

- Partners and Major Donors Team Lead
- Education Officer
- Manager Community Relations

Internal Working Relationships

- Chief Executive Officer
- Marketing and Communications Coordinator
- Contracted staff: graphic designer/s
- Digital Strategy and Marketing Officer
- Graphic/web designer
- Manager, Marketing and Communications (vacant) / Chief Executive Officer
- Coordinator - Actyourpurpose
- Partnerships Officer
- Manager – Finance and Administration
- Manager International Programs



External working relationships

- Donors
- External stakeholders

KEY SELECTION CRITERIA

The successful applicant will address the capabilities by providing real evidence through stated and written examples of work. The responses should demonstrate the capabilities, and the achieved outcomes. Applicants should have a bachelor's degree and/or or experience in donor or customer relations.

The claims of each applicant will be assessed against the Key Selection Criteria. Applicants should frame their application in the context of the requirements of the role and its key outcomes. The selection panel will assess applications against the capabilities below, taking into consideration the context of the role and any specific abilities that have been identified as being relevant /necessary for the role.

QUALIFICATIONS AND KEY CAPABILITIES:

- Highly developed interpersonal skills - demonstrated ability in establishing and building relationships with donors/customers, and with internal and external stakeholders
- An understanding of CRM, donor management systems (Blackbaud Raiser's Edge desirable) and or ability to learn this, combined with ability or understanding of data segmentation and reporting
- Advanced skills in Microsoft Office suite
- Knowledge of fundraising and/or sales
- Competent in maintaining information for consistent recording and reporting of donor /customer engagement activity
- Excellent communication skills and the ability to communicate sensitively and respectfully with donors, and with internal and external stakeholders
- Ability to build new relationships which generate income
- Strong time management and organisational skills, with the demonstrated ability to manage multiple priorities and deadlines simultaneously
- An enthusiastic, proactive self-starter willing to learn and to contribute to organisational growth
- Strong time management skills, the ability to multi-task and prioritise effectively
- Strong commitment to the values of INA

Desirable:

- Demonstration of fundraising / sales experience and a proven success in donor /customer development and stewardship
- Experience working in a not-for-profit or social purpose setting preferred, but not essential
- Demonstrable commitment to the cause of international development
- Experience working with a database (ideally a fundraising database)

QUALIFICATIONS

- Essential:
- A tertiary qualification in a related field such as public relations, or other relevant field and/or at least 2 years of relevant experience in donor or customer relations

INA VALUES

- We are Christian
- We value and respect people of all ages, gender, race and creed
- We are committed to empowering local communities
- We are a voice for the poor, the disadvantaged and the oppressed
- We are stewards of natural, human and financial resources
- We demonstrate integrity and commitment

SPECIAL CONDITIONS

- A current driver's licence and the willingness to drive is a requirement
- Some out-of-hours work is required
- Inter and Intra-state travel may be required
- The incumbent will be required to achieve performance targets as negotiated and mutually agreed with the CEO
- The successful applicant is required to gain a relevant working with children and other required checks prior to being employed which is required to be renewed as required.
- Australian residency or current works permit is required (responsibility of applicant to provide evidence of a current work permit).