

# **Trust for Nature**

## **Position Description**



**Position:** Fundraising Coordinator  
**Program:** Fundraising and Marketing  
**Location:** Melbourne  
**Employment status:** 0.8 / 4 days per week  
**Remuneration:** TFN Grade 3.1 - \$72,012 % superannuation. – pro rata  
**Reports to:** Fundraising and Partnerships Manager

### **Introduction**

Trust for Nature is a not-for-profit organisation that works to protect native plants and wildlife in partnership with private landholders.

A statutory body, the Trust was established in 1972 by the Victorian Government to provide a way for people to donate money or land to protect native vegetation on private properties. We have since evolved into one of Victoria's primary private land conservation organisations, working with more than 1,450 landholders who have conservation covenants (and counting). We have close to 60 staff working across regions in Victoria and in the head office in Melbourne.

### **Our mission**

We work collaboratively to protect nature on private land forever.

### **Overall position purpose and context**

This role supports the fundraising activities at Trust for Nature. It is involved in developing and implementing direct mail-outs, regular giving, acquisition, fundraising events and it maintains a Salesforce database.

The Fundraising Coordinator is often the first point of contact for many individual supporters and they play an important role in a small team, making this is a great opportunity for anyone looking for variety, challenges and a chance to contribute their ideas – you are not a cog in the wheel.

The Fundraising and Marketing Team integrates Trust for Nature's conservation goals into partnership, communication and fundraising projects. We are focused on fostering excellent relationships with existing donors and building new relationships with supporters through electronic, phone and face to face contact.

There are many investors in private nature conservation. Covenantors, philanthropists, donors, supporters, volunteers and governments are all important investors. Trust for Nature derives its revenue from government, individuals and philanthropic grants and donations.

### **Key relationships**

- Supporters (existing and potential)
- Trust for Nature staff
- Consultants and suppliers
- Philanthropic and corporate contacts
- Partner organisations

## Key responsibilities

The primary responsibilities of the role include:

- Liaise with donors, taking calls and emailing donors
- Maintain Salesforce database with donor information
- Support the Fundraising and Partnerships Manager with fundraising activities including campaigns and events
- Raise awareness of and manage the regular giving program
- Act as the first point of contact for Trust for Nature's fundraising team, providing front line customer service and help to resolve supporter queries
- Process donations and receipting
- Liaise with suppliers and contractors to coordinate fundraising campaigns, such as mail houses and printers
- Contribute to the planning of campaigns and other fundraising activities done by the team
- Develop some content for campaign EDMs, letters and social media
- CRM reporting of donor data and broader organisational information including benchmarking and data analytics.

## Knowledge and Experience

- Comprehensive knowledge of CRM platforms (Salesforce highly beneficial)
- Strong customer service experience and collaborative attitude
- Demonstrated experience in a similar fundraising or customer service role
- Proven written and verbal communication skills, with the ability to troubleshoot under pressure and handle a wide range of situations confidentially and diplomatically
- Demonstrate initiative and forward thinking that improves efficiencies and effectiveness
- Ability to work autonomously and as part of a team
- Proficient computer skills, particularly with the Microsoft Office.

## Key selection criteria

- Proven interpersonal, oral and written communication skills including the ability to build relationships with people from a broad range of backgrounds
- Excellent planning and organisation skills, particularly relating to managing data
- Attention to detail with a high level of accuracy
- Excellent Salesforce knowledge or similar fundraising software system with initiative and with troubleshooting abilities
- Experience with implementing fundraising campaigns
- Demonstrated ability to continuously improve processes and show initiative.

## Specific requirements for all positions at Trust for Nature

- A National Police Check

## Health and safety requirements

Trust for Nature is committed to protecting the safety and wellbeing of its people and ensuring safety is integral to how do our work. In realising this commitment Trust for Nature complies with all relevant health and safety laws including the Occupational Health and Safety (OH&S) Act 2004 (with its associated regulations and codes).

## Privacy notification

The Trust for Nature requires personal information and documents relevant to your employment. The collection and handling of this information will be consistent with the requirement of the Information Privacy Act 2000.

## **Other relevant information**

- The terms and conditions of employment are similar to those applying in the Victorian Public Service and will be governed by the enterprise agreement applying to Trust staff
- The incumbent will be required to undertake occasional travel throughout Victoria
- Trust for Nature is a flexible workplace and working from home arrangements can be negotiated
- The Trust promotes a positive work environment, is an equal opportunity employer, values diversity in its staff and encourages learning and development
- The position description may need to be amended occasionally due to variations in responsibilities and organisational requirements. Changes to the Position Description will be consistent with the purpose for which the position was established.