

Trust for Nature

Position Description



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| Position | Events & Fundraising Coordinator |
| Department | Development |
| Location | Melbourne |
| Employment status | Full-time Fixed 12 months |
| Remuneration | 3.1 + superannuation |
| Reporting line | Communications & Marketing Manager |

About us

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

Created in 1972 under the Victorian Conservation Trust Act 1972 (Vic), Trust for Nature has a proud history of working across the government, not-for-profit and private sectors to achieve permanent protection of important conservation land across Victoria. We have a culture that supports and inspires conservation achievement and personal development, both within the workplace and beyond.

Our Vision

A future in which Victoria's nature is valued, protected and thriving

Our Purpose

We work with Victorians to protect nature on private land forever.

TFN POSITION DESCRIPTION

About the role

The Events & Fundraising Coordinator coordinates the delivery of high quality and engaging events for Trust for Nature and provides administrative support for the Development Team.

This role reports to the Communications & Marketing Manager and works closely with the full Development Team to deliver strategic fundraising and marketing objectives.

The Events & Fundraising Coordinator plays a crucial role driving brand and fundraising initiatives, specifically the coordination of strategic events to raise awareness of Trust for Nature, engage stakeholders and maximise donor support.

This position provides support for the Development Team and is involved in developing and implementing direct mail-outs, electronic direct marketing (eDMs) campaigns, social media content, regular giving programs, fundraising events and maintaining a Salesforce database.

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

There are many investors in private nature conservation; covenantors, philanthropists, donors, supporters, volunteers and Governments. Trust for Nature derives its revenue from Government, nature markets, corporates, individuals and philanthropic grants and donations.

Key Responsibilities

The primary responsibilities of the role include:

- Coordinate the delivery of high-quality fundraising, marketing and stakeholder engagement events for Trust for Nature, including project management
- Develop and maintain event timelines, budgets and logistical plans, with support from the Communications & Marketing Manager
- Liaise with vendors, suppliers and contractors to ensure timely and effective delivery of events
- Develop Executive and Board briefing documents prior to event delivery
- Provide post-event summaries to the Director of Development, including attendance report and key outcomes
- Update, maintain and execute Trust for Nature's annual events calendar
- Processing donations, receipting, and banking
- CRM (Salesforce) reporting of donor data and broader organisational information including benchmarking and data analytics
- Create send lists, reports, funds, appeals and campaigns in Salesforce
- Act as the first point of contact for Trust for Nature's fundraising team, providing front line customer service, make thank you calls and help to resolve supporter queries
- Liaise with suppliers and contractors to coordinate fundraising campaigns, such as mail houses and printers

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- Track, analyse and report on the performance of fundraising and marketing campaigns

Key Relationships

- Supporters (existing and potential)
- Trust for Nature staff
- Consultants and suppliers
- Other key stakeholders

Knowledge, Skills and Experience

- Demonstrated experience in a similar events/ fundraising role
- Proven experience in events and/or project management
- Comprehensive knowledge of CRM platforms (Salesforce highly beneficial)
- Strong customer service experience and collaborative attitude
- Proven written and verbal communication skills, with the ability to troubleshoot under pressure and handle a wide range of situations confidentially and diplomatically
- Self-motivated and able to work independently and as part of a team
- Proficient computer skills, particularly with Microsoft Office

Key Selection Criteria

1. Proven interpersonal, verbal and written communication skills including the ability to build relationships with people from a broad range of backgrounds
2. Excellent Salesforce knowledge or similar fundraising software system with initiative and with troubleshooting abilities
3. Excellent planning and organisation skills, particularly relating to event management and managing data
4. Attention to detail with commitment to quality
5. Demonstrated ability to continuously improve processes and show initiative

Trust for Nature Values

Our values underpin everything we do. How we deliver our work is as important as the outcomes we achieve for the Victorian Community. Our values are the foundation of our culture and guide how we work together, with our stakeholders, partners and the community.

The Trust's values form the acronym **CREST – Collaboration, Respect, Efficiency, Support and Trust**.

Specific requirements for this position

- A National Police Check is required to be conducted as part of the selection process.
- A Working with Children Check is required to be held as part of the selection process.
- The position will require travel throughout Victoria, therefore a current Driver's Licence is required

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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 we 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).

Join a Workplace Based on Fair Employment

The Trust offers fair employment and career opportunities where possible. We aim to attract a diverse pool of applicants and focus on the genuine and essential requirements of the job and being consistent and fair in our treatment of applicants.

Equal Opportunity Employer

The Trust is an equal opportunity employer and welcomes applicants from a diverse range of backgrounds. It is a policy of the Trust to provide reasonable adjustments for persons with a disability. If you need assistance or adjustments to fully participate in the application or interview process, please use the contact listed in the role advertisement.

Balancing your Life

We understand that life balance is an important part of our employees' lives. Wherever possible the Trust offers a range of flexible arrangements to enable you to balance your work with other commitments and activities including family, health, study, carer responsibilities, hobbies and life/career aspirations. We provide various options such as flexible start and finish times, working part time, job sharing, working from home, and paid leave provisions that can be negotiated with your manager to help balance your personal commitments with the demands of the role.

Privacy Notification

Trust for Nature affirms that the collection and handling of applications and personal information will be consistent with the requirements of the *Privacy and Data Protection Act 2014 (Vic)*.

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 position is located at the Melbourne CBD office; and

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.