

## Regular Giving Donor Retention Officer Position Description



### JOB OVERVIEW

<b>TITLE</b>	<b>Regular Giving Donor Retention Officer</b>
<b>REPORTS TO</b>	Fundraising Director
<b>LOCATION</b>	60 Leicester St, Carlton (some work from home possible/ flexible working arrangements available)
<b>CLASSIFICATION</b>	EV3
<b>SALARY</b>	\$38.11/hour (approx. \$75,300/annum, pro rata) plus superannuation and generous leave conditions
<b>STATUS</b>	Permanent, Part-time (pro-rata), 0.6FTE – 3 days per week

### WHO WE ARE

Environment Victoria (EV) is building a movement of people across Victoria to create a just society living in harmony with a healthy environment. We are one of Australia's leading not-for-profit environment groups, with a history of running strategic, people-powered, campaigns that win just solutions to the biggest environmental problems of the day.

Our team of around 29 staff and hundreds of volunteers is nimble, creative and fun. We strive for justice, equity, diversity and inclusion in our work and are committed to building, and supporting, a team that mirrors the rich diversity of the Victorian community in which we work.

Our fundraising team is a highly productive and motivated group of professional fundraisers responsible for 98% of Environment Victoria's annual income. We work collaboratively to deliver a diverse well-planned program that connects with donors across the state.

### WHO YOU ARE

With roughly 3-5 years' experience working in the fundraising sector, you will be looking to develop your understanding in some of the most important practices of a successful fundraising program, regular giving and donor retention.

With a solid understanding of individual giving programs, you already understand the importance of regular giving and the reliable income it can generate for an organisation.

You will have previous experience in delivering donor communications in the individual giving space and you have seen previously how a smart and timely communications can improve relationships with donors and retain their giving over time.

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You should be self-motivated and thrive in a collaborative environment. Working within a high performing team you will be expected to support your colleagues at busy points of the year and think about the broader impacts of your work across the fundraising program.

Your passion for the environment will drive you to be successful in this role and you are confident in how you speak about the work that takes place in this sector and why.

### THE ROLE

The Regular Giving Donor Retention Officer is responsible for developing and delivering quality, relevant communications plans for our regular givers. This role will work across the EV team to deliver an appropriate level of communications which engage and inform this important cohort of donors.

Using various platforms to support these communications, and tactics which have been proven to positively affect donor retention, this work will improve our regular giving income by addressing the decline in single giver contributions.

While retention is the focus of this role, acquisition remains key to maintaining a consistent flow of new donors, which counteracts unavoidable donor attrition. Therefore, working closely with the Fundraising Director to manage external agencies for our face to face, telemarketing and digital communications will also be key to our success.

Strong skills in stakeholder management are required to ensure the best quality donors are recruited at the front end of the program. While holding strong positive internal relationships will be important in supporting improvements across the fundraising program.

Another vital part of this role will be monitoring and reporting on performance. Reading and interpreting the data in Salesforce will help us plan improvements as required.

### ACTIVITIES

Key to this role is engaging our regular givers in a genuine conversation about the environment and nature, about their impact, and about our gratitude.

These donors require careful management. Careful planning will ensure we are not asking or communicating too much, nor are we forgetting about them.

**Planning.** You must be a competent planner.

- Developing an annual plan of activity which fits in with the overarching fundraising and communications calendars
- Aligning the communications content with the organisation's annual plan



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- Drafting SMART goals for achieving our desired rates of donor retention.

**Delivering.** You can put your plans into action.

- Writing and designing content as outlined in your plan
- Using our email system Ortto to create and send email and SMS communications
- Working closely with agencies to ensure our messaging is up to date and relevant across all regular giving communications managed externally.

**Reporting.** You use data to inform your work.

- Maintain a robust reporting system which gives the team a full picture of the performance of our regular giving program
- Weekly monitoring of acquisition, engagement, communication activities
- Supporting the creation of various quarterly board reports.

**Support.** You thrive in a collaborative environment.

- Sharing ideas and supporting the team to lift our overall performance
- Supporting colleagues to implement best practice donor retention activities
- Work with the Fundraising Director to make gradual improvements across the team.

### Performance measures

#### *Short term*

- Creation and management of a robust reporting system that supports the ongoing tracking of performance
- Plan and prioritise the calendar of regular giver communications
- Deliver meaningful and engaging end of year RG communications.

#### *Medium term*

- In collaboration with the Fundraising Director and the team, update our current regular giving proposition across face to face, telemarketing and online communications.
- Weave this new proposition into our planned ongoing communications, for consistency and an improved connection with the donor.

#### *Longer term*

- Improved donor retention rates as tracked against reporting created.
- Creative development of our regular giving product to improve its appeal and connection to prospective and current donors.

### SELECTION CRITERIA

#### *Essential*

- Experience working on an individual giving program at another not-for-profit
- Proven experience in the use of CRMs and using data to inform decision making
- Competent user of online marketing platforms such as Ortto
- Proven team player – collaborative, responsive, flexible and approachable
- Strong writing skills and understanding of fundraising communications principles.

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- Self-motivated and thorough, aligned with Environment Victoria's values

### *Desirable*

- Experience of working on a regular giving program
- A sound knowledge of or experience in digital fundraising techniques
- Experience in developing comprehensive annual activity plans that fit in with, and are complimentary to, existing plans.
- Competent in producing consistent and regular activity reporting

### **THE BENEFITS OF WORKING AT ENVIRONMENT VICTORIA**

We believe in the power of people to make a meaningful impact across the state. We are proud of our team culture and work with intention to foster a workplace grounded in our core values of love, justice, courage, innovation and impact.

Environment Victoria Enterprise Agreement also offers excellent conditions, including:

- Annual automatic wage increases and a competitive pay scale that allows people to progress annually within their pay range.
- 5 weeks pro rata annual leave. Plus additional gratis leave days for Easter Tuesday, Melbourne cup Monday and the days between Christmas and New Year
- Rider-friendly office facilities, such as showers and secure bike storage
- Subsidised access to commercial car share scheme for personal use
- Access to an Employee Assistance Program, which includes counselling, financial advice, and managerial support
- Leave policies to cater to a variety of diverse needs, including (but not limited to):
  - Paid overtime at 1.5x for additional directed hours
  - One day additional leave per year for house moving
  - 16 weeks of paid parental leave, including support for both birthing and non-birthing parents
  - 12 days of leave for menstrual and menopause-related needs
  - Superannuation paid for up to two years whilst on parental leave

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### TERMS AND CONDITIONS

The position is a part-time (0.6 FTE), permanent position. While we have very flexible working arrangements, there will be some expectation for at least one regular day in the office, located in Carlton.

This position is classified as EV3 with a commencing pay point of \$38.11/hour and an annual progression as defined in the Environment Victoria Enterprise Agreement. The Agreement also provides for employees to commence at a higher pay point of up to \$43.32/hour. This is in limited circumstances where they can demonstrate they have recently been performing equivalent work.

- Environment Victoria is an equal opportunity employer
- Environment Victoria staff are required to operate in a manner consistent with organisational policies
- After hours and weekend work may be required and is covered by flexi time and time-off-in-lieu provisions.
- Applicants must have the right to work in Australia, including a valid, appropriate, visa where applicable

### REPORTING

The successful applicant will report to the Fundraising Director.

### HOW TO APPLY

To apply for this position please submit the following:

- A cover letter explaining your interest in the role and how you meet the key selection criteria (maximum 2 pages).
- A current CV, including names and contact details of 2 referees (maximum 2 pages).

Please email your application to [admin@environmentvictoria.org.au](mailto:admin@environmentvictoria.org.au)

Applications close Sunday 12 January 2025.

The position will commence in February 2025.

We strongly encourage applications from Aboriginal or Torres Strait Islander people, people of colour, women, people with disability and members of the LGBTIQ+ community.

All applications received will be screened to ensure they include the requested information in the appropriate format. Applicants will be advised if they have submitted an invalid application enabling them to resubmit before applications close.

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For more information about the position or how to apply, contact the Fundraising Director, Andy on 0438 605 227 or email him at [a.grant@environmentvictoria.org.au](mailto:a.grant@environmentvictoria.org.au).