

KEY RELATIONSHIPS OFFICER

Position Description – February 2025



JOB OVERVIEW

TITLE	Key Relationships Officer
REPORTS TO	Fundraising Director
LOCATION	60 Leicester St, Carlton (some work from home possible/ flexible working arrangements available)
CLASSIFICATION	EV3
SALARY	\$38.11/hour (approx. \$75,300/annum, pro rata) plus superannuation and generous leave conditions
STATUS	Fixed term – 12 month parental leave cover, 0.8FTE (4 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 at least three years' experience working in the fundraising sector, you will be looking to develop your skills in the major gifts and bequests space. And with a firm understanding of relationship management practices, you already appreciate the value of such an important program within a well-functioning fundraising team.

You are highly motivated and passionate about protecting Victoria's environment and acting on climate change. You have great communication skills and love to inspire others to take action. You are bold and not afraid to ask for financial support in person or over the phone. You are able to have uncomfortable conversations and you also enjoy meeting new people and building relationships with diverse groups and individuals.

You are organised, autonomous, proactive and enjoy driving your own projects. You like being on top of admin tasks and will happily support event logistics.



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You will have previous experience in fostering positive relationships for a financial outcome and you have seen previously that when smart and timely communications are planned well, they can improve relationships with donors, retain their giving over time and help it to grow.

THE ROLE

The Key Relationships Officer will join Environment Victoria's fundraising team to grow income from Environment Victoria's Key Relationships program including mid-value donors, major donors, trusts and foundations, and gifts in Wills.

This role will primarily be responsible for identifying, managing, and cultivating a caseload of mid-value donors and selected major donors from the existing supporter base. It will also support the delivery of the Gifts in Wills program.

Tasks will include caseload management, developing donor stewardship plans, making calls, personalising communications and propositions, donor research, supporting events, creating marketing collateral, and providing regular donor report-backs.

The mid-value program slots neatly between major gifts and direct mail appeals. It requires both organisation and strong people skills to provide tailored and personal communications to a significant number of key supporters.

Environment Victoria is 100% funded by our amazing supporters and this role is crucial to ensure we stay an independent and strong voice for the environment.

ACTIVITIES

Key to this role is engaging our mid-value and Gifts in Wills donors in a genuine conversation about the environment and nature, about their impact, and about our gratitude.

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

- Manage an existing caseload of mid-value and major donors and prospect for new donors from the wider Environment Victoria supporter base.
- Grow the giving potential of your caseload through tailored financial asks and propositions.
- Steward your caseload of donors through personalised report-backs and receipts, thank you calls, and other regular tailored communications about Environment Victoria's programs and the impact of a donor's support.
- Coordinate the bequest program and respond to additional requests from supporters about Gifts in Wills and other fundraising requests.
- Ensure there is an up to date record of all donor interactions on our Salesforce CRM.



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- Support the Key Relationships Manager to deliver the Gifts in Wills, Major Gifts, and Trusts & Foundations programs including:
 - Coordinating and supporting event logistics
 - Supporting the writing of grant applications and acquittal reports
 - Organising the printing and distribution of fundraising collateral

Performance measures

- Deliver agreed annual budget targets for funds raised from your caseload.
- Meet targets for donor acquisition and retention.
- Deliver agreed stewardship and solicitation plans for your donor caseload.
- Ensure swift follow-up of queries and requests.
- Deliver an agreed schedule of events.
- Proposals, acquittals, and donor report-backs delivered on time in the agreed format.
- Ensure Salesforce CRM is accurate and up to date.

SELECTION CRITERIA

Essential

- You are passionate to solve the climate crisis and support Environment Victoria's vision to build a thriving, sustainable society that protects and values nature.
- You are an excellent communicator, who connects easily across diverse groups and individuals.
- You are goal orientated and enjoy working towards a target.
- You have strong organisation skills and enjoy working autonomously and managing your own projects.
- You have good IT skills (including Excel and Salesforce or a similar CRM) and are competent with analysing data and numbers.
- You have experience in inspiring others to take action. This could be in asking donors to give financial support, asking supporters to volunteer or a similar role in a commercial environment.

Desirable

- You have experience in fundraising and/or sales. Telemarketing and F2F fundraisers are highly encouraged to apply.
- You have public speaking experience.
- You have fundraising training (FIA, CFRE or Veritus Major Donor Academy training).

You will be mentored in this role by the Key Relationships Manager and Fundraising Director, who will support you to grow and get excited about the art of asking. We strongly encourage



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applications from Aboriginal or Torres Strait Islander people, people of colour, women, people with a disability, members of the LGBTIQ+ community and migrants to Australia.

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's 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

TERMS AND CONDITIONS

This is a four day a week (0.8FTE) fixed term (12 month) position subject to a three-month probation period under the terms of the Environment Victoria EBA. Remuneration is at level EV3 \$68,646. Environment Victoria is strictly non-partisan, and an equal opportunity employer.

Environment Victoria staff are required to operate in a manner consistent with organisational policies. After hours and weekend work will occasionally be required.



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REPORTING

The successful applicant will report to the Fundraising Director.

HOW TO APPLY

To apply for this position please submit the following:

- A short cover letter (no more than 1page) explaining your interest in the role and Environment Victoria
- A current CV (no more than 3 pages)
- Responses to each of the selection criteria (no more than 3 pages).

Please email your application, along with a CV and cover letter to admin@environmentvictoria.org.au by **Midnight, Sunday 23 March**.

The position will commence in May 2025.

Applicants of diverse genders, cultural backgrounds, and experiences are encouraged to apply. We strongly encourage applications from Aboriginal or Torres Strait Islander people, people of colour, women, people with a disability, members of the LGBTIQ+ community and migrants to Australia.

For more information about Environment Victoria, visit our website: www.environmentvictoria.org.au.

For more information about the position, contact Andy Grant, Fundraising Director, at a.grant@environmentvictoria.org.au or call 0438 605 227.

