

Special Supporter (Mid-Value Donor) Coordinator

Oxfam is committed to preventing any type of unwanted behavior at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

Position Number	590
Classification	Category 4
Section/Unit	Fundraising and Resource Growth
Reports to	Direct Marketing Manager
Hours of Work	35 hours per week (with flexibility for 28 hours/.8 FTE)
Suitable for Job Share	YES
On Call Duties	NO

Scope of Position

The Fundraising and Resource Growth Section (FRG) at Oxfam Australia exists to inspire and invite individuals, communities and institutions to contribute their financial support, ideas and resources to advance our shared purpose of achieving a just and sustainable world without poverty.

The Special Supporter (Mid-Value Donor) Coordinator is directly responsible for the design and planning of the experience that higher value segments receive through their engagement in mass direct marketing fundraising activities. This includes segment specific engagement plans for high value appeals supporters; members of the Bequest pool; regular supporters and VIP P2P events and community fundraising participants.

The position works in conjunction with stakeholders across the Direct Marketing, Supporter Services and Supporter Experience teams to implement design plans and ensure that these valuable supporters are nurtured in ways that enhance their loyalty and participation; and drive an increase in their financial contribution to the organisation.

Key Responsibilities

- Work collaboratively with other members of the Supporter Activation Team to develop segment treatment plans for higher value supporters as part of all mass fundraising

campaign activity including annual appeals; Trailwalker participants; community fundraising; Bequest supporters and regular supporter updates

- Manage the effective briefing, training and management of internal and external stakeholders involved in any aspect of these treatment plans (including planning, creative, calling scripts, data, production and direct marketing)
- Directly manage relationships with the most valuable supporters in these segments through personalised outreach including nurturing of high value Trailwalker participants and Bequest prospects
- Organise and host targeted functions to foster agency commitment from current Special Supporters across each segment
- Maintain accurate records of supporter activities and results on the agency's relational database in a timely manner
- Work cross-functionally to identify all points of engagement for high value supporters, with a view to coordinating communications
- Track and evaluate the impact of personalised and tailored approaches to each audience to ensure continuous learning and improvement
- Work collaboratively with other members of the Supporter Activation Team to set and manage annual income and expense budgets for special supporter segments

People Management

- The position has no responsibility for the supervision of paid staff but may be required to recruit, train and supervise volunteers
- Required to undertake job responsibilities in a manner consistent with equity, diversity, child safe and staff health and wellbeing policies and procedures
- Monitor workload and work environment and take reasonable steps to minimise risks to self and others

Living our Values

- Accountability – You are able to set clear goals and monitor personal progress against them.
- Empowerment – You are capable of having open, honest and respectful dialogue with others, respecting and including partnerships and communities perspectives into our working activities.
- Equality – You work to high ethical standards and treat all people with respect.
- Inclusiveness – You embrace diversity and able to enrich work activities with diverse perspectives.
- Sustainability – You are committed to achieving sustainable results in all aspects of their work.

Technical Knowledge & Experience

- Strong understanding of audience segmentation and targeting
- Strong experience in analysing data to shape strategy and decisions and in using data and intuition to develop experiences that delight supporters
- Demonstrated success in relationship sales or customer service approaches in a fundraising context

- Demonstrated ability to produce program and project documentation, such as strategy documents, creative briefs, data briefs, project plans, wrap-up reports, KPI reports
- Experience in managing the performance of a range of outsourced suppliers

Personal Skills & Attributes

- *Fundraising and/or not for profit experience - ideal*
- Exceptional customer service; communications and relationship management skills
- Ability to inspire, motivate and demonstrate empathy with a diverse group of supporters
- Aptitude in analysing data to shape strategy and decisions and in using data and intuition to develop experiences that delight supporters.
- Team player with a commitment to collaborative working approaches
- Drive to set ambitious targets and to achieve results
- Highly organised with excellent time management and planning skills
- Commitment to Oxfam's purpose, culture and ways of working
- High degree of emotional intelligence and humility
- Growth mindset and desire to cross skill
- Flexibility in work undertaken in order to assist colleagues and the organisation

Travel

Occasional international and/or interstate travel is a requirement of the position. It is a condition of employment that staff abide by all agency security and safety protocols, policies and procedures and the Oxfam International Security Protocol.

Child Safeguarding

As an agency undertaking work both nationally and internationally and in humanitarian response, OAU takes its duty of care seriously to safeguard children and recognises that it must meet community expectations and the trust placed in its personnel to maintain the highest standards of conduct with children. Therefore, all positions within OAU are required to understand and comply with the Child Safeguarding Policy, Code of Conduct, toolkit and Social Media User Policy.

- This role requires Oxfam representation when occasionally visiting the field (overseas and domestic).
- This role requires access to information relating to children.
- This role involves making decisions which may affect children, including volunteers and other supporters under the age of 18.