

Gifts in Wills Manager

- ***Permanent Full Time role at our Sydney Office***
- ***Work in an integrated Marketing team, as part of the wider fundraising department***
- ***Join a passionate and values-based organisation working for the rights of every child***

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere. UNICEF Australia works to protect and promote children's rights by advocating for the rights of children in Australia and overseas. We fundraise for and deliver international development programs focusing on education, child protection, child survival, nutrition, water, sanitation and hygiene, and humanitarian emergencies.

The Role

The Gifts in Wills Manager is responsible for recruiting and developing supporters who would like to leave a gift in their will (legacy) to UNICEF Australia. The Legacy program is divided into the following key areas: legacy marketing, donor stewardship and communications, gift administration and campaign execution.

Reporting to the Associate Director of Fundraising, Marketing, you will lead the development and implementation of a bequest strategy to inspire and engage supporters and the wider public to include UNICEF Australia in their will and nurture those relationships.

Key responsibilities

- Developing and implementing strategy to engage with target audience identify, cultivate and solicit potential bequest supporters, and steward current bequest supporters, using direct and database marketing skills
- Managing and reporting on budget revenue and expenditure
- Developing a propensity model utilising analysed data and segmentation of the existing database
- Developing a compelling proposition and case for support for testing through a range of communications and events
- Liaising with UNICEF's Private Fundraising and Partnership Division in Geneva and wider UNICEF legacy community to ensure global legacy best practice, knowledge and insight is applied in the Australian market
- Providing efficient and professional stakeholder liaison with third party organisations
- Reviewing and improving the UNICEF Australia Global Guardian Society donor care and recognition program

Selection Criteria

1. Demonstrated fundraising and marketing experience including the development, implementation and administration of strategic gifts in wills programs that target supporters and wider public
2. Demonstrated success in generating funds from bequests, with experience in negotiations and making a financial ask
3. Excellent interpersonal skills including tact, diplomacy, discretion, effective listening, sensitivity and demonstrated experience in cultivating and maintaining long-term supporter relationships
4. Excellent communication skills including the ability to communicate effectively by telephone, in writing and in person to a diverse audience of internal and external stakeholders
5. Demonstrated ability to prioritise own workload; work independently and within a team environment and meet deadlines whilst maintaining attention to detail and accuracy
6. Knowledge of segmentation and targeting prospects
7. Demonstrated budgeting and financial management skills
8. Strong PC skills with a demonstrated knowledge of databases and on the value of data integrity and accuracy

9. A passionate and energetic team member with a genuine interest in working in the international aid and development sector

This is a permanent full time position, requires occasional work outside of regular hours, domestic travel and some international travel.

A competitive salary commensurate with the not for profit sector is offered, together with the availability of salary packaging to achieve a tax effective total salary package commensurate with experience.

To Apply

To **put yourself forward for this fantastic opportunity** please submit the following documents:

- Your Cover letter which addresses the selection criteria and includes salary expectations for the role
- Your CV

Send your application to our recruitment team at hr@unicef.org.au with the subject line “**Gifts in Wills Manager**”. For further information on this position, please send enquiries to hr@unicef.org.au.

Applications close on Wednesday 1 May, 2019

Due to anticipated high number of applications, only shortlisted candidates will be contacted.

To be eligible for employment with UNICEF Australia you must be legally entitled to work in Australia and have satisfactory background checks prior to employment, such as mandatory police check and where appropriate working with children check.