



## Bequest Lead

- **Join a dynamic team fighting Australia's biggest killer - heart disease**
- **Vital role making a significant difference to our community for years to come**
- **Connect donors in meaningful ways to transformational programs and research**
- **Hybrid working model**

The Heart Foundation is Australia's leading heart health charity, committed to helping Australians lead healthier lifestyles and encouraging those most at risk to take better care of their heart health. The 2021-2023 Connecting Hearts Strategy is focused on life-saving work in Research, Support & Care and Risk Reduction, to reduce heart disease and improve quality of life of all people in Australia.

The Heart Foundation has worked hard to build one of the most successful charity bequest programs in Australia. Funding more than 60% of their life-saving research, bequest donors are a very special group of supporters, vital to the Foundation.

### The role

The Bequest Lead drives growth in fundraising income from Gifts in Wills by implementing the Bequest program, including management of a Bequest Coordinator and external suppliers, where applicable. This role involves:

- Significant engagement with bequest prospects to raise awareness of the impact a Gift in Will can have
- Nudging supporters along the pipeline towards a confirmed bequest
- Contributing to the strategic engagement of supporters through events and building a best-in-class engagement model that enables the Heart Foundation to steward confirmed bequest donors with respect, gratitude and care.

Joining a passionate, dynamic team, the Bequest Lead will connect supporters with meaningful ways to leave a gift that will transform Australian's future heart health and quality of life. You will manage all aspects of relevant telemarketing agency campaigns, including call lists, invoicing, coaching, call scripts and data imports. You and your team will ensure a best practice stewardship framework to your portfolio through conversations, events and communications. You will contribute to building a culture of philanthropy across the organisation and operate in alignment with their values.

### About you

To be successful in this role you will have:

- Combination of relevant tertiary qualification or experience in a not-for-profit or related environment
- Substantial experience in relationship management and proven success with income generation in a not-for-profit or related environment
- High level interpersonal skills including ability to influence, build and maintain relationships with diverse internal and external stakeholders
- Excellent organisational and prioritisation skills
- Excellent customer service and relationship building skills, with maturity and professionalism



- High level of attention to detail
- Demonstrated experience in coaching direct reports in relationship building and data processes
- Ability to work autonomously and as a member of a team
- Proficient use of Microsoft Office applications, and working with databases and data
- Experience in bequests is highly desirable, but not essential.

### Benefits

The team believe in the purpose, they are proud to work at the Heart Foundation where they have the opportunity to make a difference every day through challenging and meaningful work. The Heart Foundation promotes active living and supports employees to have healthy work life balance.

- Generous Salary Packaging
- A positive and supportive culture
- Additional day of leave at Christmas
- Programs and initiatives that focus on your wellbeing at work

## To apply

*Gembridge Australia is proud to partner with Heart Foundation.*



Forward your application to [apply@gembridge.com.au](mailto:apply@gembridge.com.au) including a cover letter and CV.

For a confidential discussion, please contact Michelle Varcoe on 03 8375 9661.

The Heart Foundation is committed to creating a safe and inclusive work environment for all. We strongly encourage applications from Aboriginal and Torres Strait Islander people and other diverse groups.

If this role sounds like it could be a great next step, we'd love to hear from you. Applications will be reviewed on a rolling basis and will close once the role is filled, so apply now!