

Gifts in Wills Communications Coordinator

- Would you like to work for one of Victoria's most loved and respected charities?
- Do you love creating engaging donor/customer-centric digital communications?
- Do you enjoy bringing stories to life and sharing inspiring work?
- Would you like to grow your fundraising skills, and contribute your digital communication expertise to a highly experienced and successful Fundraising Team?
- Then we have a full-time position available at our Burwood East site, with flexible working options available.

At RSPCA Victoria, we believe that animals make our lives better. They give us so much and deserve so much in return. This is the essence of our highly valuable Gifts in Wills program, and this role offers an amazing opportunity to help RSPCA Victoria be there for animals in need and fulfill our vision of ending cruelty to all animals.

About RSPCA Victoria

Over 150 years, RSPCA has grown to become Victoria's most well-known and respected animal welfare organisation whose vision is 'ending cruelty to all animals'.

Our organisation's purpose is to work with the community to achieve outstanding animal welfare through education, advocacy, and animal care and protection. RSPCA Victoria's values - clarity and accountability, respect and consideration, and expertise and collaboration - set clear expectations for all our staff and volunteers.

About the Role

The Gifts in Wills Communications Coordinator is a new role within one of our most significant and important fundraising programs. A key component of this role will be the delivery of, primarily digital, donor journeys and stewardship communications, to engage, nurture and support our most dedicated supporters to leave a gift in their Will.

Responsibilities will include:

- Developing relationships with Gifts in Wills supporters through the implementation of donor journeys and a calendar of stewardship activities (mainly digital communications, but also events and phone), to deepen their connection to RSPCA Victoria.
- Support the implementation and coordination of GiW Acquisition Campaigns. In particular, this position will play a key role in the delivery of digital campaigns and marketing, including monitoring performance, analysis, and end-of-campaign reporting.
- Support the co-ordination of RSPCA Victoria's pet legacy program Home Ever After; assisting with enquiries and digital cultivation journeys.
- As part of the Gifts in Wills team, provide input into creating inspiring donor communication initiatives, to uplift and retain gifts in Wills supporters.
- This role will also work closely with other fundraising and communication team members to collaborate and deliver digital donor communications.

- Maintaining accurate and detailed records of communications with donors and their preferences on the donor database.

Key Skills and Experience:

You will have experience in delivering multi-channelled, but primarily digital, cultivation and stewardship journeys for donors/customers. You will delight in providing excellent donor experiences. You will possess strong time management and organisational skills and have excellent attention to detail.

We are also looking for:

- Strong technical experience in planning and executing digital campaigns.
- Hands-on experience planning and setting up digital campaigns using social media, particularly Facebook, as well as tracking and monitoring performance.
- Previous experience in fundraising, relationship management, or equivalent customer focussed role.
- Exceptional interpersonal skills, with a demonstrated ability to effectively listen, negotiate and show diplomacy and empathy
- Proven ability to provide excellent donor/customer care
- Highly competent writing skills, with an ability to deliver warm, personable, informative, and inspiring communications.
- Ability to work both in a team and autonomously, and to prioritise workload and be self-driven
- High level of competency in using email management systems and design tools such as mail chimp and InDesign.
- Experience in CRM database

Recruitment Requirements

- Willingness to undergo a national police check
- Valid driver's license
- Current and valid COVID-19 vaccination (primary course), unless a medical exemption applies

How to apply

To learn more about our organisation and this job opportunity, please visit our website at www.rspcavic.org and download the Position Description attached to this advertisement for more details. Alternatively, please contact our Gifts in Wills Manager, Kate Hoelter, at khoelter@rspcavic.org.au

If this role excites you, submit your application with your cover letter and resume, addressing how you meet the selection criteria.

Applications close Friday 10 February 2023

RSPCA Victoria is committed to creating a diverse and inclusive work environment and is proud to be an equal-opportunity employer. All qualified applicants will receive consideration for employment and we strongly encourage people from all cultural backgrounds to apply, including Aboriginal and Torres Strait Islander people. Applicants are welcome to access RSPCA Victoria's Diversity & Inclusion Policy [here](#)