

POSITION DESCRIPTION

Position Title	Fundraising Coordinator
Time Commitment	Full time, permanent
Award Classification	SCHADS 4
Location	Level 4, 333 Queen St, Melbourne. Hybrid WFH and office.

ABOUT THE ORGANISATION

WHO ARE WE?

IWDA is an Australia based organisation, resourcing diverse women's rights organisations, primarily in Asia and the Pacific, and contributing to global feminist movements to advance our vision of gender equality for all.

VISION: Gender equality for all

PURPOSE: To defend and advance the rights of diverse women and girls

VALUES: Feminist, Accountable, Collaborative, Transformative

STRATEGIC GOALS 2025:

1. Resource and contribute to a resilient and vibrant feminist movement, primarily in the areas of freedom from violence and power, leadership and civic space
2. Promote systemic change towards gender equality for all
3. Build a resilient and relevant feminist organisation

We resource the work of diverse women's rights organisations, enable them to be more effective by providing support that goes beyond money, and we make our own contributions to feminist movements through advocacy, knowledge creation and translation.

As part of this contribution, we take actions to decolonise our approach to feminism and development. We want to become the best we can be at the partnerships across the Majority and Minority worlds. This means we seek to understand and leverage our locational power so that we know when to:

STEP UP and use our power to leverage resources and access for women's rights organisations, and make our own contribution to feminist movements

STAND WITH feminist movements in solidarity and amplify the work of global south actors

STEP BACK when others are better placed to take the lead

SIT WITH uncertainty, embrace communal learning and deep listening, and accept that time is needed to collectively discern the best course of action.

Our [Strategic Plan 2025](#) outlines a third way between the models of women's funds and international development NGOs.

International Women's Development Agency (IWDA) has an EO exemption (H69/2022) and requests applications from people who identify as women only (including trans women).

*IWDA welcomes people with different skills and life experiences, and encourages women from culturally and linguistically diverse backgrounds, women with disabilities and First Nations women to apply. **Preference will be given to applicants who have experience in, or strong community ties to, one of the countries in which IWDA supports partners.***

Any offer of employment will require a National Police Check and endorsement of IWDA's Child Protection Code of Conduct. All applicants must be legally entitled to live and work in Australia.

POSITION SUMMARY

Reporting to the Fundraising Manager and working collaboratively with Resource Mobilisation and Communication team, the Fundraising Coordinator's primary objective is to care for our donors and supporters by helping them invest in gender equality for all.

The role does this by planning and implementing our annual fundraising efforts across digital, mail, and phone channels and targeted campaigns advocating for women's rights in international development settings. This role will support existing and new income portfolios including appeals, campaigns and regular giving. The position will assist the Fundraising Manager with external relationships with fundraising agencies, design agencies and print houses, fulfilment and data selection and reporting.

As a data and evidence driven team, this role will also support analytics and assessment of campaign performance across digital and mail channels.

KEY RELATIONSHIPS

Reports to:	Fundraising Manager
Direct Reports:	Volunteers as required
Internal:	Director, Resource Mobilisation and Communication, System Administrator (Salesforce), Giving Officer, Relationships Coordinator, Resource Mobilisation and Communication team, IWDA staff, Volunteers
External:	Donors and supporters, fundraising agencies, design, print, and mail house agencies

KEY RESPONSIBILITIES

1. Effectively coordinate Fundraising campaigns to meet financial targets

- Work collaboratively with the Fundraising Manager to plan and implement four annual appeals (IWD, Tax, Spring, Xmas) ensuring relevant stakeholders are involved and adhering to internal sign off procedures
- Collaborate with the Fundraising Manager to plan and implement annual newsletters and donor care activities, ensuring relevant stakeholders are involved and adhering to internal sign off procedures.
- Implement IWDA's digital fundraising strategy with the support of the Fundraising Manager
- Oversee IWDA's Empower program (regular giving) including donor care, upgrades, retention and declines
- Develop engaging fundraising copy as required for emails, newsletters, appeal letters and fundraising retention communication.
- Collaborate with Communications team members to drive fully integrated campaigns
- Work with the Fundraising manager to develop donor acquisition plans across appeals and regular giving to ensure a steady increase in new donors
- Work with the Fundraising Manager to develop and implement retention strategy to increase donor conversion, upgrade, average gift and donation frequency
- Support the Major Gifts and Bequest programs with campaigns and appeals
- Collaborate with the Fundraising Manager to develop and monitor the fundraising budget for both income and expenditure.

2. Administration support

- Provide donation processing and database support during peak periods and as required
- Other tasks and administrative support as required such as processing invoices

3. Stakeholder management

- Develop strong working relationships with suppliers such as digital, mail house and telemarketing agencies.
- Support the servicing of inbound queries from donors who contact IWDA by phone or email, ensuring excellent customer care
- Ensure donor satisfaction and care is central to all fundraising campaigns and programs

4. Support data management and analysis

- Deliver data analysis and insights from campaigns to improve campaign return on investment
- Contribute to team and organisational Monitoring, Evaluation and Learning (MEL) through the analysis of data, identifying areas for improvement and implementing system improvements within fundraising
- Stay up to date with latest fundraising trends

As with all employees, the role holder will also contribute to IWDA organisational processes as appropriate to their seniority in the organisation. These include: monitoring, evaluation and learning; budgeting, planning and reporting, and organisational culture building, including improving organisational drivers of diversity and inclusion and the continual work towards becoming an anti-racist organisation.

SELECTION CRITERIA

Technical Experience

Essential

1. At least 2 years' experience in a similar fundraising role
2. A good understanding of fundraising methodology across digital, direct marketing and relationship fundraising
3. Experience in developing and delivering fundraising projects from end to end
4. Solid analytical skills and experience in data and reporting
5. Strong stakeholder relationship management skills
6. Ability to work autonomously and as a part of the team
7. Ability to work under pressure and to set priorities
8. Excellent communication skills (written and verbal)

Desirable

1. Experience copywriting for fundraising across digital and mail
2. Degree qualifications in marketing with associated sector and technology expertise
3. Broad knowledge of the changing trends of direct marketing platforms/ communication channels
4. Experience in fundraising CRMs (Salesforce)

Behavioural Competencies

- Valuing Diversity
- Empowerment
- Managing Work & Quality
- Acting with Transparency
- Building Trusting Relationships
- Collaborating for success
- Learning, Improving & Adapting
- Judgement & Decision Making

GENERAL CONDITIONS

All IWDA staff and volunteers are required to:

- Support and demonstrate IWDA's Values and Behavioural Competencies
- Act at all times in accordance with IWDA's Code of Conduct and Policies
- Comply with IWDA's Occupational, Health, Safety & Wellbeing Policy and practices
- Act at all times in accordance with IWDA's Child Protection Policy and Code of Conduct
- Undertake police check prior to commencement and every 3 years thereafter.

HOW TO APPLY

If you are looking for an opportunity to make a key contribution to a rights-based international development agency committed to gender equality for all, click here <https://app.beapplied.com/apply/4d6oxkl8yq> and submit your application.