Position Description

Title: Fundraising and Events Coordinator
Reports to: Marketing and Communications Manager
Based at: Level 6, Lifehouse Building, 119-143 Missenden Rd, Camperdown NSW 2050
Fraction: 3 days / per week (21 hours per week)

Direct Reports: Nil

Core focus:

Reporting to the Marketing and Communications Manager, the Fundraising and Events Coordinator will play a vital role in implementing and coordinating key fundraising strategies to achieve the organisation’s mission against ANZUP’s strategic plan. You will also be responsible for assisting with the successful execution of key events to ensure they are delivered in a timely and cost effective manner.

Key Responsibilities:

Fundraising

- Drive the development and implementation of ANZUP’s annual fundraising strategy
- Drive fundraising campaigns to maximise participation, fundraising and engagement through promotions and direct contact
- Work with stakeholders from ANZUP’s charity bike ride, Below the Belt Pedalthon, including riders, sponsors, race director, venues and donors
- Work closely with fundraising platforms and suppliers to maximise the best outcomes
- Provide administrative support to fundraisers for internal and external fundraising events
- Manage third party donors collecting/raising funds to ensure appropriate process and protection of ANZUP’s brand and reputation
- Identify new fundraisers, supporters and participants to help grow ANZUP’s profile and fundraising opportunities
- Ensure a quality supporter experience leading to increased participation and higher retention across ANZUP events
- Plan, develop and co-ordinate fundraising activities to achieve financial targets

Events and Meetings

- Work with the Marketing and Communications Manager to execute with Fundraising events
- Provide event management support for the Annual Scientific Meeting
- Provide support for other key ANZUP events and meetings
- Assist with other ANZUP activities as directed by the CEO

Website and social media

- Assist in maintaining and updating fundraising website and platform
- Assist in maintaining and updating ANZUP website fundraising pages
- Assist in the development of updates for and communications of social media (e.g. twitter, Facebook, LinkedIn and Instagram) for fundraising activities
**Database**
- Working with the Database Coordinator develop and maintain eTapestry database, ensuring correct segmentation and correct profiles are in use with the database coordinator
- Ensure all fundraising activities are tracked in the organisation’s database
- Utilise data from the database to create reports for measurement and evaluation, as well as identifying opportunities for fundraising

**Other**
- Promote and maintain a safe, ethical and equitable work environment

**Measurement and Evaluation**
- Ensure measurable objectives are in place across all activities
- Bi-annual evaluation of KPIs

**What you will need to succeed**
- Highly motivated individual who is looking for an opportunity to drive growth from within the Australian and New Zealand community
- Passion to be a ‘fundraiser’ and possess an entrepreneurial approach to the role
- Be creative and imaginative with a willingness to try anything
- Excellent verbal, written and interpersonal communication skills
- Good project management, planning and coordination in a multi-task environment
- Ability to manage multiple stakeholders at one time
- Excellent time management skills
- Ability to think laterally in relation to problems/issues
- Ability to work independently and collaboratively
- Attention to detail

**Experience / training / qualifications required**
- Prior experience in a similar role – 2 – 5 years
- Demonstrate knowledge and experience in fundraising and or events
- Excellent written and oral communications skills and the ability to build working relationships with a range of stakeholders
- Excellent interpersonal skills and ability to develop strong working relationships with a range of stakeholders
- Strong organisational, administrative and time management skills with demonstrated flexibility to manage multiple projects and competing deadlines.
- Self-motivated and outcome focussed, with the ability to work both within a team environment and autonomously
- Superior attention to detail, while demonstrating creative flair and judgement
- High degree of computer literacy – Microsoft Office (Word, Excel & PowerPoint)
- Positive, engaging and approachable attitude
- Strong client-service focus and commitment.
- Desired knowledge and understanding of information technologies and their practical applications, including CRM/CMS systems and online fundraising platforms including eDM platforms.
- Understanding of the not-for-profit sector
- Ability to work occasional weekends or outside of hours e.g. Pedalthon events and Annual Scientific Meeting