

POSITION: Donor Relations Coordinator
REPORTS TO: Head of Fundraising and Donor Engagement
DATE UPDATED: May 2023

ORGANISATIONAL ENVIRONMENT

Melbourne City Mission (MCM) is a leader and innovator in the provision of services to the community. Established in 1854, Melbourne City Mission is a diverse community support organisation that supports thousands of Victorian people and communities to overcome barriers and disrupt disadvantage to live their life, their way.

As a service provider Melbourne City Mission's work is focussed on supporting people to take charge of their own lives and participate fully in community life. Melbourne City Mission's service profile includes Children, Youth, Adult and Family; Disability; Employment, Education and Training; Homelessness; and Palliative Care. Our Healing Oriented Framework guides us in our trauma informed knowledge to enhance trauma responsiveness across all programs and deepens the capacity of teams and services in complex environments to provide healing-oriented care.

As a social change agent Melbourne City Mission advocates for social policy change and works across all sectors in seeking to achieve sustainable outcomes for communities experiencing disadvantage.

JOB CONTEXT

The Donor Relations Coordinator is an important member of MCM's Philanthropy, Partnerships & Brand team which collaborates with key stakeholders across the organisation to develop and drive MCM's long-term strategy, enhance its key relationships and build its external profile.

The primary functions of the team are:

- Driving MCM's strategic planning, analysis and development activities;
- Managing MCM's brand and delivering marketing activities that support MCM's strategy
- Identifying and growing opportunities for shared value between MCM and key external relationships, including (but not limited to) the public, private benefactors, corporate partners, community and government;
- Collaboratively developing and implementing MCM's outcomes measurement framework;
- Delivering key external and internal events, including MCM's signature event: Sleep At The 'G;
- Managing external and internal communications;
- Managing and/or co-ordinating government relations; and
- Managing public relations and media, including digital and social media platforms, including any key services delivered within this department and benefits to the community.

JOB PURPOSE

Reporting to the Head of Fundraising and Donor Engagement, the Donor Relations Co-ordinator is responsible for supporting the implementation of fundraising strategies to optimise income generation from individuals and organisations. This role focuses on all communications and activities to support the donor journey with an emphasis on coordinating appeals, newsletters, reports, and donor-related stewardship activities.

JOB OBJECTIVES

Duties of this role may include but are not limited to the following:

- Provide support coordination to implement fundraising appeals, including direct mail, email and digital appeals to acquire, renew and retain individuals and organisational donors.
- Contribute to the development of donor communications and materials (including newsletters, reports and brochures) designed to improve the cultivation, solicitation, stewardship and recognition of donors who contribute through annual gifts, regular gifts, mid-level gifts, major gifts, and gifts in wills.
- Support the delivery of donor activities, including donor events, tours and visits.
- Build relationships with and knowledge of current program donors and identify opportunities to increase support aligned with MCM's mission and values.
- Update and maintain appropriate data in the Raiser's Edge database.
- Ensure services are delivered within the framework of MCM's policies and procedures, legislative requirements and meet the relevant service standards.
- Perform other duties and responsibilities, as directed by the Head of Donor Engagement or delegate.

KEY RELATIONSHIPS

This position may have relationships with a diverse range of MCM employees, external service providers, organisations and stakeholders within the community, with the view to providing the most appropriate and effective services and supports to the people they support. Examples of key relationships are detailed in the following table:

Internal Relationships	• MCM Senior Leadership
	• MCM service delivery area staff
	• Strategy and Engagement team
	• Shared Services staff, e.g., Finance, HR, ICT
External Relationships	• Current and prospective donors to MCM
	• Community stakeholders
	• Suppliers including copywriters, designers, printers, mail house services.

KEY SELECTION CRITERIA

Essential:

- A relevant tertiary qualification and/or a minimum of three years' experience in fundraising.
- Solid understanding of donor development process of acquisition, cultivation, solicitation and stewardship.
- Demonstrated experience in the coordination and writing of appeals, newsletters, brochures and donor reports.

- Demonstrated experience in fundraising through mail, email and digital channels.
- Demonstrated experience developing and coordinating donor related activities including events and communications.
- Project management skills, including organisation and time management skills with the ability to prioritise tasks, including the ability to work under pressure to tight deadlines.
- Proven team player with ability to contribute towards team and organisational goals.
- Computer literacy, including proficiency in Microsoft Office suite.
- Satisfactory completion of safety screening including a National Police check, International Police check (if required), a current Victorian Working with Children Check (Employee), current Victorian Drivers Licence, and the right to work in Australia.

Desirable:

- Experience in building and cultivating strong internal and external relationships with key stakeholders.
- Experience using a donor management system, preferably Raiser's Edge.
- Knowledge of philanthropy best practice and legislation, including commitment to continual improvement.

ORGANISATIONAL REQUIREMENTS AND COMMITMENTS

Workplace Health & Safety:

MCM's strategy is to create a working environment in which we have zero tolerance for compromised worker safety. As an employer we endeavour to provide a working environment that is safe for all employees and clients and adheres to Occupational Health & Safety regulations as an employer.

As an employee, you also have Occupational Health & Safety responsibilities as follows:

- To comply with all MCM policies related to Occupational Health and Safety in the workplace.
- Take reasonable care of your own health and safety in addition to the health and safety of your colleagues and clients who may be affected by your acts or omissions in the workplace.

Client Wellbeing and Safety:

We are committed to the safety and wellbeing of children, young people, people with a disability and other vulnerable people. We have a zero tolerance of abuse and neglect of all vulnerable people and are committed to actively contributing to a safe organisation in which children, young people, people with a disability and vulnerable people are protected from violence, abuse and neglect. All employees are required to comply with the Child Safe Standards.

Operational Accountability:

MCM is committed to operating efficiently, ethically and remaining operationally and financially sustainable.

As an employee you are expected to operate within the requirements of our accreditation, registrations, delegations and work responsibilities as detailed in our various policies and procedures, Code of Conduct and regulatory guidelines.

COMPLIANCE

As an employee, you are expected to comply with the following:

- Comply with and actively support all position, division and organisational policies and procedures.
- All employees are subject to MCM's Employment Safety Screening Procedure.

OUR VALUES

Employees are expected to commit to and demonstrate MCM's values:

Together	We are inclusive and accepting of difference.
	We work in highly effective teams and our people are connected across our organisation.
	We engage proactively with others to deliver outcomes.
Courageous	We speak up constructively in line with our convictions.
	We pursue our goals with determination.
	We are passionate about our advocacy role.
Curious	We are inquisitive and ask why.
	We challenge the status quo.
	We actively explore the alternatives.
Open	We are transparent and have genuine, honest interactions.
	We listen and hear people's voices.
	We value and respect the autonomy of clients.
	We trust one another.
Accountable	We act safely in all our interactions.
	We manage within our financial and resource boundaries.
	We own our outcomes and decisions.
	We are proud of the work that we do.