

Position Description

Position Title	Community Fundraising Coordinator
Location	Brisbane / Sydney / Melbourne
Team	Development team
Employment Status	Permanent
Salary Band	Program Coordinator Level 1
Reports to	GM, Development
Direct Reports	0

PURPOSE OF POSITION DESCRIPTION

The purpose of this position description is to document the purpose, desired candidate attributes and key responsibilities encompassed within the role. The key areas of responsibility and performance indicators are tied to performance review and career development. This document should be reviewed annually as changes in the organisation may result in the need to update the position description.

SECTION 1

OUR VISION

Lung Foundation Australia enables life-saving lung health and lung cancer research, and champions programs so that Australians with lung disease and lung cancer can live their best life.

OUR MISSION

By 2030, Lung Foundation Australia will be recognised as one of the world's most innovative and effective lung health charities and a fearless leader of lung health and lung cancer policy, programs and research.

STRATEGIC PILLARS

- Healthy lungs for all
- Australia's lung health research funding incubator
- Impactful and meaningful lung disease programs and support
- Valuing our people
- Purposeful leadership and ethical governance.

LUNG FOUNDATION AUSTRALIA VALUES

Our values are represented by **BE FAIR**

- **Bold** | be proactive and take risks that achieve our Mission.
- **Entrepreneurial** | be focused on outcomes and strive to find new ways of working, remembering we are profit-for-purpose.
- **Fair** | be equitable and work in the interests of all our stakeholders, particularly patients and their carers.
- **Agile** | be responsive and proactive to create positive change.
- **Innovative** | be inventive and find new ways of doing things that achieve our Mission.
- **Respectful** | be honest and work hard every day in every way – we are funded by the community they should expect nothing less.

OUR TEAM

Lung Foundation Australia is an award-winning profit for purpose organisation and national peak health and advisory body. Lung Foundation Australia aspires to be an Employer of Choice. Lung Foundation Australia is entering a period of accelerated growth consolidating three years of strong performance which saw the Foundation named Non-Government Organisation of the Year in 2020 and The Voice Projects Best Place to Work in 2020 and 2021. Before applying we encourage you to learn more about our Mission and impact by reading our Annual Impact Report <https://lungfoundation.com.au/about/annual-reports/>

We operate from three offices: Brisbane (Corporate Office), Sydney (fundraising) and Melbourne (research) with a national footprint established by our support and research programs. We are committed to work life balance and flexibility in the workplace.

As our impact grows with increased government and community funding so does our team and our army of volunteer supporters. Over the next three years, Lung Foundation Australia is anticipated to increase its headcount by 50%+ as new offices are opened, and new projects are commenced.

SECTION 2

PURPOSE OF THIS ROLE

Reporting into the General Manager, Development, the Community Fundraising Coordinator plays a key role in elevating Lung Foundation Australia's community fundraising and events, including our flagship Shine a Light on Lung Cancer campaign and annual gala dinner, to maximise revenue and engagement.

SKILLS, QUALIFICATIONS AND KEY ATTRIBUTES REQUIRED (KEY SELECTION CRITERIA)

Qualifications

- Tertiary qualification/certificate in events management / marketing / communications / fundraising is desirable.

Experience

- One or more years' experience in a similar role, with a proven track record of consistently achieving fundraising revenue targets.
- Proven experience in coordinating fundraising activities ideally community-based fundraising/events and logistics.
- Demonstrated experience providing high-level supporter care and a strong understanding of the fundraiser journey.
- Solid understanding of CRM, donor management systems and/or third-party fundraising platforms, such as Grassrootz or Funraisin.
- Exceptional time-management skills and the ability to balance multiple priorities and work to tight deadlines.
- Understanding of the use of digital and social media platforms to drive the success of community fundraising initiatives.
- Strong administration skills with an eye for detail.

Knowledge and Skills

As the ideal candidate, your skills and attributes include:

- Highly developed written and verbal communication skills, with the ability to communicate effectively to a range of different audiences.
- Excellent interpersonal skills, with the ability to build relationships across a diverse range of stakeholders, internally and externally.
- Proven ability to work autonomously and cross-functionally across teams.
- Ability to effectively and efficiently manage multiple workplans and priorities simultaneously.
- Experienced use of Microsoft Office software, Sharepoint and strong capability with donor database software such as Salesforce.
- Ability to travel interstate to other office locations as required.

As part of your induction process you will be required to undertake the following:

- National Police Check
- Working with Vulnerable Persons Check

KEY AREAS OF RESPONSIBILITY AND PERFORMANCE INDICATORS

The major areas of work, organised as key areas of responsibility and performance indicators, are outlined in this section.

Key Areas of Responsibility	Performance Outcomes
Fundraising	<ul style="list-style-type: none"> • Coordinate our existing community fundraising campaigns and activities, including but not limited to our flagship Shine a Light on Lung Cancer and Shine a Light Walks.

	<ul style="list-style-type: none"> • Work to grow Lung Foundation Australia's representation in third-party community fundraising events such as City2Surf, Blackmore's City Running Festival and Run Melbourne. • Actively identify, recruit, cultivate, and steward peer-to-peer fundraisers. • Ensure all community fundraisers receive the appropriate communications as part of our supporter journey, including proactively managing the Authority to Fundraise process. • Coordinate the day-to-day operations of fundraising events, including responding to fundraiser enquiries, manage external suppliers and agencies, and delivery of event communications. • Work with the Marketing team and external agencies on scheduling social media posts, ads and promotions for community fundraising campaigns. • Work collaboratively with the operations team to monitor event and community fundraising merchandise and stock levels. • Maintain/update third-party fundraising platforms such as Grassrootz, MyCause, Benevity etc. • Keep fundraising assets up to date and create new assets to help support the fundraiser needs • Attend community fundraising events both in NSW and interstate, as required.
Events	<ul style="list-style-type: none"> • Coordinate the annual Hope in Every Breath Gala Dinner • Support the preparation and on-the-day tasks for other events including Meet the Research/Board events and Hope Research Fund lunch. • Work with stakeholders to develop and implement project plans including timelines, resources, logistics and key milestones for all events. • Liaise with external event partners and agencies on deliverables, including raising purchase orders and submitting invoices for processing. • Liaise with Marketing to create content for events, including signage, holding slides, banners, programs and photo loops and to ensure adequate promotion of events.
Fundraiser Engagement	<ul style="list-style-type: none"> • Manage all community fundraising enquiries. • Send fundraisers appropriate fundraising materials, i.e., fact sheets, pictures, posters, t-shirts etc. • Ensure supporter journeys are implemented and maintained for all community fundraising channels • Help identify opportunities for corporate partner engagement and activation. • Identify cross-selling opportunities for supporters acquired via community fundraising and events

	<ul style="list-style-type: none"> • Undertake other duties as required, such as supporting phone and email enquiries from fundraisers and donors.
Reporting and Administration	<ul style="list-style-type: none"> • Contribute to annual business plans, risk management plans and event or appeal budgets as required by the GM Development. • Monitor and report on targets such as income and expenditure, fundraiser registrations and conversion of registrants to active fundraisers. • Ensure campaigns are executed on time, KPI's are achieved, and campaigns are within budget. • Obtain any council approvals, permits, licences, hire of facilities and insurances pertaining to planned events or activities. • Ensure Lung Foundation Australia's database is kept to date with accurate information at all times.
Team contribution and effectiveness	<ul style="list-style-type: none"> • Positive contribution to team environment through the demonstration of behaviours that reflect Lung Foundation Australia values – BE FAIR. • Work in a consultative manner with the senior leadership team and in collaboration with broader team to achieve goals. • Work synergistically within and across teams of Lung Foundation Australia. • Regular cross-organisation communication of program activity. • Participation in Lung Foundation Australia events and meetings as required. • Compliance with Lung Foundation Australia values, policies, procedures and statutory obligations.
Workplace Health & Safety (WHS)	<ul style="list-style-type: none"> • Compliance with legislative and Lung Foundation Australia WHS Policy. • Ensure a safe working environment for self and others, including when working from home.

SECTION 3

REPORTING RELATIONSHIPS

This is one of several positions reporting to the General Manager, Development.

EXTERNAL RELATIONSHIPS

This position works with a variety of internal and external stakeholders to deliver projects and activities.

Additional Notes

- Flexible work life balance opportunities and processes including working from home and flexible rostering applies, in consultation with your Manager.
- LFA has paid parenting leave including superannuation (16 weeks) in addition to government support.
- Generous leave provisions including 4 weeks of annual leave, 2 weeks of personal/carer's leave, 4 mental health days (one per quarter), 10 days domestic violence leave and 10 days COVID leave.
- You may retain all frequent flyer points to be used at your discretion.
- Generous professional development allowance per annum.
- An Employee Assistance Program (EAP) is funded by the employer for business and private access.

SECTION 4

PERFORMANCE APPRAISALS

Performance review and career development discussions will take place six monthly with the General Manager, Development.

SECTION 5

ACCEPTANCE OF POSITION DESCRIPTION

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties may be assigned that are not listed in the position description.

My signature below indicates that I have reviewed, accepted, and received a copy of this position description.

(Employee name)

Date

Version control

Approved by CEO
Review date

May 2022
July 2023