

AUSTRALIAN HIMALAYAN FOUNDATION - POSITION DESCRIPTION

Position title: Fundraising Coordinator (FC)

Reports to: Head of Fundraising & Communications (HOFC)

Organisational background:

AHF was established in 2002 with a mission to improve the quality of life of the people most in need in the remote areas of the Himalaya. Working with local partner NGOs and communities is integral to AHF's development approach which aims to:

- Improve access to education and develop quality and inclusive education programs.
- Ensure healthy lives and promote children's well-being.
- Support Climate Change adaptation, improve environmental and wildlife conservation.
- Preserve and promote Himalayan cultural traditions.
- Safeguard vulnerable groups and promote inclusion and gender equality.
- Deepen partnerships and strengthen capacity of our development partners.

AHF was born from a foundational commitment to 'giving back' to the communities that have so generously welcomed Australian and international climbers and tourists to the Himalayan region. We do this in two ways – raising funds to support development projects implemented by local partners, and lending expertise in the form of support and capacity strengthening of our local partners.

Main purpose of the role:

The Fundraising Coordinator (FC) works closely with the Head of Fundraising and Communications (HOFC) to plan, coordinate and deliver marketing, engagement and fundraising campaigns that meet our strategic objectives.

The key focus areas for the FC include:

- Oversee our digital communication channels
- Work with our Digital Marketing agency and other suppliers to develop plans and schedules for campaigns and ensure work is delivered to schedule and budget
- Welcome, support and nurture our AHF family of supporters, especially individual donors, community fundraisers, event attendees and regular givers to ensure they enjoy their AHF experience and partnerships, and grow their support.
- Manage our Supporter Database (Salesforce) to ensure all supporter information is captured accurately.

It is an exciting time to join the foundation as we are growing and have some strong strategies and plans to deliver. The role promises to be dynamic and rewarding, and offers great learning and development opportunities in working in a small, high achieving team and with digital marketing specialists.

KEY ROLES AND RESPONSIBILITIES

1. Strategy

- Contribute to and oversee the planning and delivery of digital strategies that support AHF's fundraising and marketing strategy
- Advise the CEO and HoFC on strategic initiatives to grow and strengthen AHF's digital engagement.
- This role is core to AHF Strategic Plan 2020-25 Goals 7 and 8. This role contributes to all other goals in the Strategic Plan

2. Fundraising & Communications

- Work closely with HoFC and digital agency partners to develop and execute digital fundraising and engagement campaigns that meet objectives and targets.
- With support from digital agencies, deliver and grow AHF's individual giving program, including acquisition, appeals, regular giving, and welcome programs to nurture and convert our supporters into donors.
- Create, prepare, deliver and measure fundraising appeals and activities across our digital channels.
- Oversee and/or execute updates to AHF digital channels (Website, Social media, Email marketing (Mailchimp))
- Assist community fundraisers with technical set up of fundraising platforms and income progress
- Generate, edit, publish, share and promote content and stories (copywriting, images or video) that build meaningful connections and encourage engagement
- Apply AHF brand guidelines and tone consistently across communications
- Source and manage visual assets (photos/ video) and content

3. Supporter Care

- Contribute to and support the journeys for fundraisers and supporters (potential individual givers) from digital channels, fundraising events, treks, third party fundraising and general enquiries.

- Manage AHF's CRM database (Salesforce) including set-up and maintenance, processing, receipting and data integrity, and reconciliation with MYOB and banking records in conjunction with Finance Officer.
- Ensure supporters are issued timely and meaningful receipts and thank you communications.
- With support from digital agencies ensure data capture and engagement measures are optimised across AHF's digital channels.

4. Events

- 3rd party fundraising:
 - Support and promote 3rd party fundraisers (trekkers, events, activities) with technical and communications support
 - Conduct due diligence and authority to fundraise compliance support and checks
- Assist with AHF events - digital promotions, communications and registrations
- Availability for support outside of core business hours for AHF events (time off in lieu available).
- Contribute to creating, planning and delivering fun and engaging AHF community fundraising events.

5. Measurement, Compliance, Accountability and reporting

- Assist the HoFM and CEO with preparing and tracking budgets and targets for relevant activities
- Oversee and support IT and software access for new employees (eg Google and Banking)
- Follow policy and procedures to mitigate risks of fraud, theft, loss of income, privacy breaches across all digital channels
- Contribute digital aspects to AHF's Communications Policy and adhere to the policy including implementing child safeguarding measures, approval processes and beneficiary permissions.
- Ensure all AHF policies and procedures are adhered to by any volunteer or contractor supervised
- Ensure that all activities are in line with the ACFID Code of Conduct, FIA Code of Conduct and the AHF Donor promise
- File documentation and develop procedural guides for all key work
- Contribute to the Fundraising and Communications section of the Annual Report, and the quarterly CEO's reports to the Board
- Establish and track relevant digital performance metrics

Reporting relationships:

The FC reports to the HoFC and has a close collaborative working relationship with the CEO and Digital partner agencies to ensure all activity including content, copy and creative execution is integrated and aligned.

With support from the HoFC, the FC manages and supervises the following positions:

- Volunteers and interns as required
- Consultants and/or Contractors as required.
- The FC helps coordinate due diligence checks and documentation of Australian teacher volunteers and trekkers.

SKILLS AND EXPERIENCE REQUIRED**Essential Skills:**

- Bachelor's degree (in Marketing, Event Management, Communications or Business would be well regarded)
- Demonstrated experience in overseeing and/or delivering digital campaigns
- High level of computer literacy and knowledge of various computer applications and digital marketing channels
- Ability to work independently
- Experience in a marketing/fundraising/ charity sector
- Solid data entry skills with an emphasis on accuracy and attention to detail
- Excellent project management skills, organisational skills and the ability to handle multiple projects simultaneously while adhering to deadlines.
- Excellent interpersonal and oral communication skills, including the ability to communicate with people from a broad range of backgrounds
- Strong written communication skills
- Proactive/collaborative approach to building relationships

Desirable:

- Experience with Salesforce
- Understanding of and experience managing budgets
- Experience in community fundraising
- Proficiency in Google drive

This is a 2.5 day per week role. The hours of work can be flexible and the role can be done from home or office but some meetings will need to be attended in Sydney, Australia. Salary will be commensurate with experience.

AHF is committed to child safeguarding and the prevention of sexual abuse and exploitation. Any offer of employment will require a Working With Children Check and endorsement of AHF's Code of Conduct and Child Safeguarding Code of Conduct. You must have the right to live and work in Australia to apply for this role.

AHF is proud to be an equal opportunity employer. We are committed to hiring the best candidate for the job regardless of race, color, ancestry, religion, gender, national origin, sexual orientation, age, marital status or disability.

Please email a copy of your CV along with a cover letter **addressing the above criteria** to Karen Locke at info@ahf.org.au by Friday, 14 October 2022. Please put "Fundraising Coordinator" in the email subject line.