



Events & Community Fundraising Coordinator Job Description

Location: Sydney (Broadway)
Reporting to: Individual Giving Manager
Travel: Possible Domestic
Supervising: Nil
Status: Part time / Fixed term – 12 Months 0.6 FTE
Band: B1, Step 1
Date: 11 December 2020

Organisational Context

Médecins Sans Frontières (MSF) is an international, independent, medical humanitarian organization that delivers emergency aid to people affected by armed conflict, epidemics, healthcare exclusion and natural disasters. MSF provides assistance to populations in distress irrespective of race, religion, creed or political convictions.

The Australian Section of Médecins Sans Frontières was established in 1995 and is one of 21 sections, 24 associations and other offices that form the MSF global movement providing oversight and expertise, funding and staff for field operations and communicating on the needs of our patients. MSF Australia deploys over 200 field staff per year from Australia and New Zealand. The organization secures an annual revenue of AUD 90 million in untied funds. The Australia section hosts a Medical Unit in Sydney bringing specialized expertise in the field of Women's health and Pediatrics in support of our operations overseas. MSF Australia has over 70 full time staff and an active association of over 600 members.

The direct marketing team is one of four distinct portfolios within the Fundraising Department. The others are major gifts, data and regular giving. The Events and Community Fundraising Coordinator fills a critical role in the direct marketing team by managing events, community fundraising and workplace giving.

Overall Responsibility

The primary role of the Events and Community Fundraising Coordinator is to steward and grow the Community Fundraising program, organise supporter events to support other fundraising programs including direct marketing, retention, brand work and bequests, and administer the workplace giving program. Additional administrative support for the direct marketing team may also be required from time to time.

This hands-on role requires an understanding of best practice in supporter engagement, retention and direct marketing, utilising different channels that are both online and offline.

Additionally, maintenance of brand integrity, awareness raising, project management and building relationships with project and organisational stakeholders are also vital to the successful fulfilment of the role.

Main Tasks / Duties

Supporter Events

- Plan and implement the donor events program (both virtual and/or in-person events) in consultation with other key stakeholders
- Coordinate invitation design, data and production, and implement email journeys for invitees
- Coordinate the implementation of events
- Liaise with external suppliers for in person events (e.g. venue and catering services)
- Coordinate guest speakers and presentation with Community Engagement Coordinator
- Carry out any necessary follow up supporter communication post-event

Community Fundraising

- Manage and administer the community fundraising program for Médecins Sans Frontières Australia and New Zealand, including administering the digital platform, setting up email journeys and other communications
- Manage receipting and fundraiser acknowledgement
- Take advantage of opportunities to promote the Community Fundraising platform to encourage greater participation and grow revenue
- Manage new and ongoing corporate relationships through community fundraising channel
- Triage requests from community members and consult with the appropriate staff in the granting of permission for all events
- Manage new and existing relationships with community fundraisers by phone, email and face to face.
- Manage 'In memory' enquiries and program
- Manage production and design for Community Fundraising materials as needed
- Liaise with Community Engagement Coordinator to secure speakers for events as needed

Workplace and Matched Giving

- Develop and manage relationships with existing workplace and matched giving organisations and enhance stewardship with donors.
- Manage retention activities for workplace and matched giving organisations and donors
- Provide first point of contact for prospective and existing workplace and matched giving organisations.
- Ensure accuracy and timeliness of receipts for matched giving organisations.
- Ensure accuracy in data and reporting on income and expenditure.
- Liaise with Supporter Relations and other internal departments as required in relation to this program.
- Liaise with external intermediary organisations and agencies for payroll notifications and deductions.
- Manage workplace giving platforms to ensure Médecins Sans Frontières branding

integrity, and information is accurate and updated for donors.

- Update and manage workplace giving collateral.
- Ensure website kept updated.

Administrative Support

- Assist the Direct Marketing Coordinator and Fundraising Officer with implementation of direct mail appeals
- Assist the Legacies Coordinator with administrative tasks for the Bequests program
- Other adhoc projects as directed by the Individual Giving Manager

Project Management

- Ensure that all projects are delivered on-time, within scope and within budget
- Measure project performance using appropriate fundraising metrics
- Establish and maintain relationships with suppliers and internal stakeholders
- Create and ensure the maintenance of project documentation

Travel

- This position is occasionally required to undertake interstate travel
- It is unlikely this position will be required to undertake international travel

Selection Criteria

Essential Criteria

- A minimum of 3 years of fundraising or events and marketing experience in a similar role
- Tertiary qualifications ideally in fundraising, marketing or communications or equivalent experience
- Excellent relationship management skills – able to develop and maintain productive relationships with internal and external stakeholders
- Experience in project management, able to work within budgets and meet deadlines
Knowledge of brand adherence.
- Excellent communication skills including writing and editing skills.
- Ability to understand and integrate data into activity.
- Creative thinking and solution focussed problem solving ability.
- Excellent spreadsheet and word processing skills.
- Ability to work in a team and foster team spirit.

Desirable Criteria

- Knowledge of Médecins Sans Frontières and its work.
- Exposure to the NGO environment.
- Experience with Raisers Edge or a similar database
- Knowledge of digital marketing tactics and strategies.

Applications

Applications **MUST** address individual selection criteria. You should also write a cover letter indicating why you want to work for Médecins Sans Frontières Australia and attach a copy of your CV.

Please note that a criminal record check may be required as part of the selection process. Applicants with criminal records will not automatically be ineligible for the position for which they are applying.

Médecins Sans Frontières Australia has a Child Protection Policy in place and all employees are required to comply with this policy.

Médecins Sans Frontières Australia is committed to creating an inclusive workplace for all our staff. We believe that a diverse team helps us better serve those most in need, and we encourage people from a wide range of backgrounds to apply for this role, including Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse (CALD) backgrounds and people with disabilities.

Applications close: Sunday, 17 January 2021

Applications and enquiries to
Email: officerecruitment@sydney.msf.org