

**Gifts in Wills Coordinator Job Description**

**Location Sydney (Broadway) Flexibility for partial work from home Reporting to Individual Giving Manager**

**Travel International/Domestic Position title Gifts in Wills Coordinator - Status Full time**

**Band / Grade B2**

**Date: 12 month contract**

**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 Paediatrics in support of our operations overseas. MSF Australia has over 70 full time staff and an active association of over 600 members.

**Overall Responsibility**

The primary role of the Gifts in Wills Coordinator is to develop and implement strategies designed to increase visibility of legacies to Médecins Sans Frontières and increase donor pipeline for future support through gifts in wills and steward the relationship with existing confirmed bequestors. The role will support and work closely with the team on development of the new BQ program strategy, lead on implementation of marketing and donor stewardship projects and take ownership of all administrative tasks associated with the BQ program, including supporting estate management with the assistance of the external agency partner. This role will also be expected to be on the phone, talking to donors where relevant and appropriate.

This hands-on role requires an understanding of best practice in direct marketing, legacy fundraising and relationship building, using different channels of communication.

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

The Gift in Wills team will need to work very closely with various other internal stakeholders, including the DM team, the NZ FR Manager, with the Major Donor Manager and the Digital team in relation to all digital related activities (marketing, brand awareness, donor journeys and emails).

**Main Tasks and Duties Legacy Fundraising**

* Working with the Manager, develop a multi-channel bequest strategy for Australian and NZ markets.
* Implement the donor bequest strategy, which includes telephone, digital and other channels of communication, which results in a growing volume of donors pledging to remember MSF in their Wills
* Create inspiring materials, communications and events for stewarding the relationship with bequest donors
* Follow Médecins Sans Frontières brand guidelines
* Monitor trends and best practice in legacy fundraising to inspire the growth of the MSF bequest program for AU and NZ
* Ongoing management of estate administration, liaising with external parties as needed

**Project Management**

* Ensure that all projects are delivered on-time, within scope and within budget
* Develop project strategy documents, timelines, budgets and briefs
* 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 experience in a similar role.
* Tertiary qualification in fundraising, marketing or communications, or equivalent experience.
* Experience in working with a number of stakeholders to deliver complex projects to deadlines.
* Understanding of principles of relationship fundraising at scale
* Knowledge of brand adherence.
* Experience with or knowledge of budgetary processes and cost control procedures.
* 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.
* Experience with Raisers Edge or a similar database
* Current right to work in Australia

**Desirable criteria**

* Knowledge of Médecins Sans Frontières and its work.
* Exposure to the NGO environment.
* Copywriting experience.
* Knowledge of digital marketing tactics and strategies.

In MSF Australia, we believe the following 5 values form the foundations of our culture – **Transparency, Respect**, **Understanding of Diversity**, **Stepping In** and **CollaboraTion.**

At MSF Australia we value T.R.U.S.T as an essential element to how we operate and believe that these organisation values flow from this trust that we build.

**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 they are applying for. 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, we encourage flexibility (in all its forms) and we encourage people from a wide range of backgrounds to apply for this role, including Aboriginal and Torres Strait Islander peoples, LGBTQIA+, people from other culturally and linguistically diverse (CALD) backgrounds and people with disabilities. People with a disability can request support from our Domestic HR Department if you think you may require reasonable adjustment during the recruitment process.

**Application deadline: 31 May 2022**

Applications and enquiries to

Email: [officerecruitment@sydney.msf.org](mailto:officerecruitment@sydney.msf.org)