

Position Description

Regular Giving Specialist

Foodbank Victoria



POSITION:	Regular Giving Specialist	LOCATION:	Yarraville
		DIRECT REPORTS:	Volunteers as Required
REPORTS TO:	Fundraising Manager	APPROVED BY:	Dave McNamara
DATE PREPARED:	December 2022	CEO SIGNATURE:	

PURPOSE:

Whether it's everyday emergencies or in times of crisis, Foodbank Victoria has been providing vital food relief to vulnerable Victorians for more than 90 years. Through our network of 533 charity partners across the State, we're able to provide 1.2 million meals a month to Victorians in need. And while supporting our charity partners is at the core of what we do, as the State's dedicated emergency food relief organisation, we're also here to assist Victorians through times of crisis.

Our vision is healthy food for all. We believe that all Victorians should have regular access to healthy food. That's why we work with partners right across the food and grocery sector, from farmers and growers right through to retailers, to source and rescue essential food and grocery items to redistribute to Victorians in need.

As we continue to grow, our Strategy FY23-27 is to take a more data influenced and place-based approach to increasing the volume of food that reaches vulnerable members of the Victorian community. In keeping with the ever changing demographic and geographic make-up of the state's population, we will develop bespoke Community Food Plans to best determine how to reduce food insecurity in each the state's 79 Local Government Areas. We will continue to support established community partners and develop programs and structures where there are none.

THE POSITION:

The Regular Giving Specialist is responsible for management and growth of the Regular Giving Program. The role manages the daily operations of the program and also the donor engagement journey. The role is responsible for the development and implementation of strategies to acquire, retain and upgrade regular givers across a range of channels - including telemarketing, direct mail, and digital. The role also covers database processes and project management of regular giving campaigns.

KEY RESPONSIBILITIES:

RG Program Management & Development

- Develop, monitor and manage the RG program.
- Develop and embed strategies to retain and increase the RG program's contribution to fundraising targets.
- Develop and execute new initiatives to increase value of RG program through acquisition in a sustainable, cost-effective way that increases value/contribution of existing donors.
- Provide high-level of service and responsiveness to RG enquiries.

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KEY RESPONSIBILITIES (CONTINUED)

- Manage RG program budget ensuring appropriate ROI for the program, costs are within agreed limits and program forecasts are identified and achieved.
- Monitor expenditure and invoice reconciliation to ensure all RG activities are being delivered within budget.
- Identify, implement and manage opportunities that deliver additional donor care to our existing regular givers to maximise retention, income and life-time value.
- Manage ongoing upgrade, decline, reactivation and conversion program through a range of channels including telemarketing, SMS, email, and direct mail.
- Review, develop and execute existing RG collateral and donor journeys including the project management of timelines, copy/design briefs, data selections and print/production suppliers.
- Procure and manage donor insights data.
- Analyse and apply donor insights data to ensure an understanding of donor needs, motivations and behaviours around RG and ensure donors have a positive experience and donor journey.
- Develop a program of continuous improvement of the RG program to continue to build the program as an integral part of the fundraising function.
- Research best practise RG programs to gain insights to apply to and enhance FBV RG program.

Reporting

- Work with the Donor Database Specialist to streamline and automate RG reports to monitor the overall health of the program, including the provision of weekly and monthly reports as needed.
- Provide regular reports to HoF, Exec, CEO and Board that monitor the overall health of the regular giving program, including status and effectiveness.

Administration

- Verify Regular Giving donor data is accurate, meets internal data conventions and is updated.

Self-Management

- Positive participation in regular team meetings.
- Inform team members and other departments of relevant information as appropriate.
- Willingness to undertake training and development opportunities as appropriate.
- Effective time management and organisational skills demonstrated through ability to meet deadlines.
- Demonstrate the Foodbank Victoria values of empowerment, accountability, respect and integrity in all work activities.

Authorisation Level

- Prior approval from your manager is required for any single purchase or financial commitment of \$50 or more and/or any monthly purchase or financial commitment. In the absence of your Manager, approval of the CEO or two department managers is required.
- All employment decisions must be approved by the CEO.

Physical Requirements

- Ability to perform standard office-based tasks including computer use.
- Ability to lift items approximately 10kg weight.

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ORGANISATIONAL ACCOUNTABILITIES

The organisational accountabilities are the **expected standards of performance** for all roles and levels at Foodbank Victoria.

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| Workplace Health & Safety | <ul style="list-style-type: none"> Actively participate and promote a health and safety culture that believes all incidents are avoidable and strives to create an environment free from injury or illness and operate in accordance with Foodbank Victoria's safety policies and procedures. |
| Culture | <ul style="list-style-type: none"> Drive a positive and proactive customer service culture and demonstrate an active commitment to the culture, vision, and values of Foodbank Victoria. Comply with Foodbank Victoria's Code of Conduct, policies, and procedures, at all times. |
| Information & Communications Technology | <ul style="list-style-type: none"> Protect and manage Foodbank Victoria's information assets in accordance with policy and process requirements. Use Foodbank Victoria's technology appropriately and with respect. |
| Customer Service | <ul style="list-style-type: none"> Demonstrate a comprehensive understanding of the customers of Foodbank Victoria, creating a culture of customer service excellence. |
| Financial Accountability & Governance | <ul style="list-style-type: none"> Models compliance with Foodbank Victoria's Authority and Financial Delegations policy. |
| Corporate Record keeping | <ul style="list-style-type: none"> Ensure that full and accurate records are made for all business transactions conducted on behalf of Foodbank Victoria and that all records are appropriately retained in accordance with Foodbank Victoria's recordkeeping requirements. |

KEY PERFORMANCE INDICATORS:

1. Achievement of Key Results

- RG Program Management & Development
- Reporting
- Administration

Measures

- Documented strategy and program plans are available.
- RG program activities are delivered on time and within budget.
- Approved program development initiatives are executed as per project management plan.
- All requested reports are accurate and delivered within required timeframe.
- Verify donor data is accurate and meets agreed internal conventions.

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KEY PERFORMANCE INDICATORS (CONTINUED)

2. FBV Values and Policies

- Ensure a safe and healthy working environment.
- Treat fellow staff, clients, suppliers, all others and the environment with dignity, courtesy and respect.
- Uphold the principles of equal opportunity and maintain an inclusive workplace free of discrimination, harassment & bullying.
- Accept responsibility and accountability for our actions, work performance and the use of property.
- Act in ways that maintain our integrity, reputation and the confidentiality of information of all stakeholders.
- Act in the spirit, as well as the letter, of the law and Foodbank Victoria's policies.
- Report and act upon any known violations of Foodbank Victoria policies.

Measures

- 100% compliance with Foodbank Victoria's policies and procedures.
- Take part in 1 internal workplace audit every 12 months.
- No reported breaches in confidentiality.
- All known violations of these FBV guidelines reported to line manager.

3. Team Performance

- Provide a flexible and stimulating workplace that encourages honest and effective communication.
- Nurture a culture of mutual trust, support and encouragement where everyone's contribution is recognised equally.
- Commit to the achievement of Foodbank Victoria's goals and objectives in a manner that promotes enjoyment and satisfaction in our work.
- Celebrate excellence.
- Act and communicate ethically with all stakeholders.
- Adhere to ethical purchasing procedures.
- Avoid all conflicts of interest.

Measures

- >90% Team meetings attended.
- Training programs are achieved.
- Review discussions completed.

KEY SELECTION CRITERIA

Qualifications

- Relevant tertiary qualification and/or significant work experience.
- Hold and maintain a current driver's license and be prepared to drive.
- Professional development training undertaken.
- Willingness to undertake a criminal record check.
- Ability and willingness to work outside normal office hours to support events/programs on occasion.

Experience

- Significant experience in end-to-end management of regular giving program.
- Proven track record of success in managing acquisition & retention of RG across multiple channels and strategies.

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- Thorough understanding and applied experience of industry best practice strategies for RG programmes.
- Demonstrated experience in budget development, application and management.
- Exceptional numerical and analytical skills with strong attention to detail.
- Significant experience segmenting markets and analysing data to inform marketing campaigns.
- Strong written and verbal communication skills with both internal stakeholders and external organisations.
- Strong project management skills with demonstrated ability to manage and support numerous stakeholders to successfully deliver business outcomes within defined timelines.
- High-level organisational and change management skills.
- Ability to innovate, evolve and develop strategies and plans in a changing environment.
- Ability to work independently and positively within a team environment.
- Knowledge of Salesforce required and Pardot is highly desirable.
- Experienced in the use of Microsoft Office programs.
- Excellent interpersonal skills, with an ability to develop positive working relationships with suppliers and stakeholders both internal and external.

Competencies

- Seeks feedback and responds appropriately.
- Copes with change, effectively.
- Is adaptable and flexible.
- Takes initiative.
- Works diligently to meet and exceed accountabilities.
- Makes others feel valued.
- Is reliable, consistent and fulfils commitments.
- Maintains confidentiality.
- Works collaboratively.
- Plans and organises work efficiently and effectively.
- Understands our markets, supply chain and operations.
- Identifies opportunities to grow or improve the organisation.
- Resourceful.
- Innovative.

I agree to abide by Foodbank Victoria's values, policies, and procedures and that this position description clearly outlines the overall responsibilities, physical requirements and duties that are to be carried out as part of this role of which I agree to perform at the best of my abilities. I also understand that the position requirements represent the minimum requirements to perform the duties at the current level.

NAME:	
SIGNATURE:	
DATE:	

