

# POSITION DESCRIPTION



**Position Title:** Individual Giving Specialist

**Work Level:** Specialist

**Reports To:** Director, Marketing Communications & Fundraising

**Direct Reports:** N/A

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## Position Overview

The *Individual Giving Specialist* is responsible for developing and delivering individual giving programs to grow ACON's supporter base, deepen loyalty and increase overall revenue and profitability in support of ACON's mission and work.

The *Individual Giving Specialist* is responsible for driving revenue, acquiring new donors, and retaining existing donors. This is achieved by developing new, multi-channel programs, inclusive of annual appeals and regular giving. Experienced in direct marketing, the person in this role implements fundraising campaigns and initiatives to lead the growth of our fundraising program and increase our impact. This role also develops peer-to-peer and community fundraising programs.

The *Individual Giving Specialist* is responsible for briefing and coordinating agency partners, monitoring channel performance and identifying opportunities for tactical changes to optimise ROI.

## Main Responsibilities

### Regular Giving (Growth and Stewardship)

- ✓ Lead the strategic growth of the regular giving program, ensuring strong acquisition, retention, and upgrade strategies.
- ✓ Develop retention initiative such as welcome journeys, upgrades, reactivation programs, and donor stewardship strategies that minimise churn and maximise growth.
- ✓ Work closely with internal teams and external suppliers (e.g. face-to-face fundraising, telemarketing agencies) to ensure best-practice execution and acquisition.
- ✓ Analyse and report on key regular giving metrics to drive ongoing optimisation and sustainability.
- ✓ Create communication plans and donor journeys that ensure donors are engaged and aware of their impact.
- ✓ Work closely with other divisions across ACON to incorporate regular giving into key initiatives.

### Donor Experience, Stewardship & Retention

- ✓ Oversee a supporter engagement framework that builds donor loyalty and enhances their connection with ACON.
- ✓ Plan, develop and execute multiple donor care initiatives, including personalisation strategies, donor recognition, and custom updates.
- ✓ Develop retention strategies to deepen engagement with donors and reduce attrition, including tailored donor journeys, thank-you programs, and impact reporting.
- ✓ Work closely with the *Digital Information* team to ensure donor segmentation and journeys are data-driven and insights-led.
- ✓ Respond to fundraiser or donor enquiries in a timely manner, providing prompt assistance and support to internal and external clients on matters related to fundraising.

APPROVED: Director, MC&F	Individual Giving Specialist	May 2025
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## Direct Marketing

- ✓ Oversee, develop and deliver fundraising direct marketing campaigns (single gift, cash appeals, etc.) with associated financial targets across digital, email marketing and telemarketing.
- ✓ Produce donor-centric direct marketing communications across our appeals, individual giving programs, regular giving program and other fundraising campaigns to improve donor acquisition, experience and retention.
- ✓ Develop targeting approaches and ask strategies for individual campaigns and the overall annual communication program for appeals, regular giving and online gift-in-wills.
- ✓ Ensure all appeals integrate effectively across various channels for a seamless donor experience.
- ✓ Test and refine fundraising messaging, formats, and donor journeys to improve campaign performance.
- ✓ Work in collaboration with the *Marketing and Communications* teams and external agencies on producing social media content, posts, ads and promotions for ACON's fundraising campaigns.

## Community Fundraising

- ✓ Assist in the strategic development and execution of a multi-channel community fundraising strategy.
- ✓ Grow community-led fundraising initiatives, including third-party partnerships, DIY fundraising and peer-to-peer fundraising.
- ✓ Working closely with the *Community Fundraising Coordinator*, ensure existing community fundraising activities, programs and platforms are operating at optimum efficiency and ROI.
- ✓ Identify opportunities to scale grassroots fundraising efforts, increasing participation and revenue from community supporters.
- ✓ Work closely with the *Marketing, Communications* and *Digital Information* teams to promote fundraising campaigns.
- ✓ Maintain/update third-party fundraising platforms such as Grassrootz, MyCause, Benevity, Good2Give, etc.

## Data-Driven Decision Making and Reporting

- ✓ Develop forecasts and budgets, and undertakes regular performance monitoring, reporting and analysis to achieve key performance indicators.
- ✓ Use donor data, campaign analytics, and insights to optimise donor journeys and fundraising outcomes.
- ✓ Lead reporting on key Individual Giving metrics, providing actionable insights to improve acquisition, retention, and lifetime value.
- ✓ Work closely with the *Digital Information* team to improve tracking, reporting, and automation.
- ✓ Prepare regular campaign financial and non-financial reports for the *Director, Marketing Communications & Fundraising, Senior Leadership Team* and *Board of Directors*.

## Active Collaboration

- ✓ Foster collaboration across teams to ensure a coordinated approach to fundraising, donor acquisition, stewardship and donor centric communication.
- ✓ Coordinate external agencies, suppliers, and stakeholders involved in fundraising donor acquisition, retention, and appeals.
- ✓ Foster a test-and-learn approach to improve donor engagement and income generation.
- ✓ Report and track progress, share insights, and drive performance across ACON's fundraising programs.
- ✓ Actively participate in, and contribute to building an effective and positive team culture and information exchange; and an ongoing process of supervision, unit meetings, team meetings, and general staff meetings.
- ✓ Champion the development and sustained implementation of diversity and inclusion initiatives within the workplace, actively promoting a culture that respects, celebrates and cultivates differences among staff and volunteers.
- ✓ Perform other duties to assist with the work of the unit as requested by your supervisor (or designate).

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## Selection Criteria

### Essential:

1. Demonstrated and proven experience in fundraising, individual giving, direct marketing, donor acquisition, retention, and donor cultivation, within the nonprofit sector.
2. Advanced knowledge of donor development strategies, giving trends, and donor engagement tactics.
3. Experience working with external agencies (e.g. direct marketing, digital marketing, telemarketing, face-to-face agencies).

### Capabilities and Knowledge:

1. Excellent communication and interpersonal skills, with the ability to inspire and engage individuals and community donors.
2. Understanding of psychology of giving and donor motivations.
3. Strategic thinker with a collaborative approach and a strong ability to influence stakeholders at all levels.
4. Experience in writing and presenting compelling cases for support, proposals, and reports.
5. Understanding of the non-profit sector and the specific needs of high-impact philanthropy.
6. High-level planning, project management and organising skills.
7. High level computer literacy – Microsoft packages and knowledge of donor CRM systems and fundraising analytics.
8. Well-developed written and oral communication skills, including the ability to communicate with a range of stakeholders.
9. Demonstrated ability to work independently, undertake several projects simultaneously and meet deadlines.
10. Demonstrated commitment to Diverse & Inclusive Workplace practices, Workplace Health and Safety for staff and volunteers, and the display of ethical principles.
11. Strong understanding of and commitment to ACON's communities, as well as all LGBTQ people and people living with HIV.

### Desirable:

1. A degree in a relevant field such as Marketing, Nonprofit Management, Communications or Fundraising.
2. Current NSW Class C Driver's Licence.
3. Recommended vaccinations against illness that may adversely impact ACON's communities.

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