

# Job Description

## Donor Relationship Specialist

<b>Department</b>	Fundraising and Technology
<b>Reports to</b>	Head of Philanthropy and Partnerships
<b>Direct Reports</b>	Nil – <i>works closely with contractors, interns and volunteers</i>
<b>Grade</b>	6
<b>Status</b>	12 months, Full-time
<b>Location</b>	Greenpeace's normal places of business and or employee's home (on request)

### Role Purpose

The role of the Donor Relationship Specialist is to build and optimise the middle donor strategy and manage the implementation of the program in order to maximise income (from regular giving, one-off gifts and retention of middle donors). With guidance from the Head of Philanthropy and Partnerships, the role is also responsible for developing other opportunities as they emerge to grow the overall value of our donor base.

Specifically, this role will create and refine processes to grow middle donor income, craft specific tactics to build strong relationships with middle donors and also nurture strong prospects to the Major Gifts and Gifts in Wills teams. This will include maintaining the middle donor supporter relationships through multiple channels and approaches, including direct marketing techniques, various communication strategies, and establishing personal connections. This role will require strong alignment with the Donor Development team to ensure identification of opportunities and synergies between the middle donor and general donor development programs and will work with staff across the organisation.

### We are Greenpeace

Greenpeace is an independent campaigning organisation, which uses non-violent, creative confrontation to expose global environmental problems, and develop solutions for a green and peaceful future. Our goal is to ensure the ability of the earth to nurture life in all its diversity. That means we want to protect biodiversity in all its forms; prevent pollution and abuse of the earth's ocean, land, air and fresh water; end all nuclear threats, and promote peace, global disarmament and non-violence.

## Key metrics

Strategy Development and Implementation

Donor Acquisition and Retention

Reporting, Analysis and Data Processing

Stakeholder Management

Middle Donor Stewardship

Compliance with Framework Conditions

## Role Responsibilities

### Strategy Development and Implementation

#### Key Metric

**An effective strategy is developed and executed to retain, acquire and move middle donors**

#### How Success is Measured

- With some guidance from the Head of Philanthropy and Partnerships, design a detailed middle donor program strategy, focusing on initiatives and approaches to retain and upgrade existing middle donors, acquire new middle donors and identify and move prospects for Gifts in Wills and Major Gifts.
- Ensure the middle donor strategy is implemented effectively and key metrics including budgets/targets are achieved.
- Apply and manage the middle donor budget for maximum impact, with approvals as needed from the Head of Philanthropy and Partnerships (in line with delegations).
- Be a voice for the middle donor program in the organisation to ensure the importance and progress of this program are widely understood.
- Develop other opportunities as they emerge to grow the overall value of our donor base.

### Donor Acquisition and Retention

#### Key Metric

**Acquire new middle donors, lift middle donor giving and retain existing middle donors**

#### How Success is Measured

- Scope, implement and optimise a tailored regular giving upgrade program for higher value regular givers which would move them into the middle donor category or upgrade them further within the middle donor category.
- Ensure middle donor retention and upgrade is improved by preparing specific communication messages and middle donor marketing collateral as part of an effective middle donor communication strategy.

	<ul style="list-style-type: none"> <li>• Strategically test and implement initiatives to increase acquisition of new middle donors.</li> <li>• Create welcome, thank you and upgrade journeys for middle donors, which result in increases in relevant metrics.</li> </ul>
<b>Reporting, Analysis and Data Processing</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Effective analysis and management of the middle donor database records</b>	<ul style="list-style-type: none"> <li>• Working with the data insights team and/or external agencies to obtain data, insights and reporting to better understand who our middle donors are, to make fact-based decisions on how we should engage with them and to identify priorities for the program strategy.</li> <li>• Working with the data insights team to ensure dashboards reflect the key program metrics and monitoring these dashboards to track program performance to target.</li> <li>• Monthly or quarterly reports on middle donor moves and results.</li> <li>• Conducting supporter analyses and research to strategically drive the direction of the program.</li> <li>• Maintenance of data of the middle donor pipeline in Salesforce.</li> <li>• Processing middle donor gifts where appropriate.</li> <li>• Research and benchmark with other Australian NGOs and Greenpeace internationally to identify strengths to leverage and opportunities to innovate at GPAP.</li> </ul>
<b>Stakeholder Management</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Foster, build and maintain working relationship with key stakeholders and internal stakeholders</b>	<ul style="list-style-type: none"> <li>• Developing effective cross-departmental relationships and an effective working partnership with all parts of the organisation to align and integrate middle donor activities.</li> <li>• Creating relationships with key external stakeholders including but not limited to marketing agencies, mail houses and data agencies.</li> <li>• Liaise with the Donor Development Officer on a regular basis to ensure an aligned approach to donor communications, identify synergies and upgrade opportunities to middle donors.</li> <li>• Supporting the Fundraising Department to implement activities when requested.</li> <li>• Liaise with the other members of the High Value team to identify mutually value adding opportunities.</li> <li>• Build an understanding of the other elements of the High Value team (Gifts in Wills and Major Gifts) to provide cover/support when required.</li> <li>• Assistance with other growth projects in the High Value team.</li> <li>• Manage volunteers when required.</li> </ul>
<b>Middle Donor Stewardship</b>	

Key Metric	How Success is Measured
<b>Effectively managed and administered all aspects of mid donor stewardship including a calendar of planned communications</b>	<ul style="list-style-type: none"> <li>• Develop and coordinate communication tactics for specific audiences of middle donors and prospects, working in collaboration with other members of the Fundraising team on integrating activities including Donor Development, Digital Marketing and Telefundraising.</li> <li>• Identify middle donors who are prospective donors for Gifts in Wills and Major Gifts and work in collaboration for follow up and creating relationships.</li> <li>• Establish connections with all middle donor supporters, beginning with an established prospect list.</li> <li>• Maintain supporter relationships via phone calls, emails or mail.</li> <li>• Create personalised notes to middle donor supporters and coordinate volunteers who help with this activity (birthdays, giving anniversaries, personal milestones).</li> <li>• Research personal touch points with middle donors (e.g. Google alerts) and use these to craft specific engagement tactics</li> <li>• Report back to middle donors on the impact of their gift.</li> <li>• Attend to and retain relationships with major donors that require less contact from the team (via phone or email).</li> <li>• Administration of the middle donor pipeline.</li> </ul>
<b>Compliance with Framework Conditions</b>	
Key Metric	How Success is Measured
<b>Was compliant with Greenpeace policies and did not bring Greenpeace into disrepute</b>	<ul style="list-style-type: none"> <li>• Abide by Greenpeace Australia Pacific Code of Conduct and related Integrity Policies</li> <li>• Ensure that your personal or campaign activities will not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the Fundraising Director).</li> </ul>

## Role Requirements

### Knowledge

- Intermediate level of direct marketing / fundraising experience and knowledge
- Intermediate level of knowledge of relationship fundraising / philanthropy
- Intermediate level of knowledge of moving donors through a pipeline
- Intermediate level of knowledge of creating donor journeys

### Skills

- Excellent interpersonal relationship and negotiation skills, in particular building constructive and long-term relationships with both internal and external parties
- Ability to communicate effectively with a variety of audiences, both internal and external, including effective/engaging email writing and phone manner
- Ability to prepare donor analysis and reports
- High level of computer literacy (Google suite - Google Docs/Sheets/Slides, Microsoft - Word/Excel/Powerpoint)

- CRM systems and database management and analysis (Salesforce)
- Ability to navigate metric dashboards in order to track and analyse performance

**Experience**

- At least two (2) years' experience in a similar or related role
- At least two (2) years' experience in donor stewardship (e.g. communicating with supporters in person, via phone and/or email, direct marketing)
- Demonstrated experience in relationship fundraising (e.g. creating donor journeys, moving donors through a pipeline, managing a caseload of supporters and developing and maintaining relationships)
- Demonstrated experience in database management and data analysis

<b>Employee Commitment</b>	
Signature:	Date: