

Position Description

Very Special Kids believes that all children and young people have the right to quality of life, no matter how long or short their life may be.

Position Title:	Community Fundraising Coordinator
Classification:	FTE 1.0 (Full time)
Enterprise Agreement:	Individual Contract
Location:	321 Glenferrie Road Malvern
Department:	Fundraising & Marketing Team
No. Direct Reports:	N/A
Reporting To:	Fundraising Manager
Job Purpose:	<p>The Community Fundraising Coordinator is responsible for generating and increasing revenue through community-based fundraising such as third party peer-to-peer events, gifts made in memory or in celebration and all regular and ad-hoc community fundraising initiatives.</p> <p>This includes community fundraising activities to raise funds and awareness for Very Special Kids by individuals, community groups, schools, or local business.</p>
Skills & Experience:	<p>Qualifications & experience</p> <ul style="list-style-type: none"> • Degree qualifications in Business, Marketing, Fundraising, or a related discipline is desirable. • 1- 3 years of experience fundraising, donor relations, or nonprofit development. • Proven track record in achieving sales / fundraising income targets • Experience in developing community fundraising programs including fundraising propositions, products and toolkits to support and promote community fundraising. • Experience in managing relationships with key internal and external stakeholders. • Experience in managing and co-ordinating human resources preferably utilising large number of volunteers, across all age ranges. <p>Additional Requirements WWCC, Police Check</p> <p>Skills</p> <ul style="list-style-type: none"> • Excellent written and verbal communication skills. • Ability to manage a variety of multiple tasks.

	<ul style="list-style-type: none"> • Thoroughness and attention to detail. • Practical problem-solving abilities with an analytical approach. • Excellent relationship management skills • Ability to understand and meet financial targets. • Ability to juggle competing priorities and manage workloads • Excellent presentation and public speaking skills. • Excellent competency levels in computer use including Microsoft Office programs, peer to peer platforms and database management software (preferably Salesforce). <p>Personal Attributes</p> <ul style="list-style-type: none"> • An active team player, contributing to the wider activities and functions of the Fundraising and Marketing team and the wider organisation. • Personable and able to quickly form good relationships with a diversity or personality types. • Energy and passion for connecting prospective supporters with the work of Very Special Kids. • Capacity to work occasional after hours and on weekends to support activities and events. • A compassionate and socially minded individual who understands and respects the purpose and vision of Very Special Kids and the challenges associated with working within the not-for-profit sector.
Summary of Key Responsibilities:	<p>Community Fundraising</p> <ul style="list-style-type: none"> • Deliver community fundraising initiatives that meet or exceed agreed annual income budgets and targets, ensuring alignment with organisational fundraising goals and contributing to overall revenue growth. • Coordinate and grow existing community fundraising initiatives, including DIY fundraisers, third party peer-to-peer events (Team Very Special Kids), In Celebration, and In Memory. • Steward all fundraisers, to support and increase their fundraising efforts by providing fundraising materials such as guidelines, authority letters, logos, posters, and other collateral. • Proactively promote to individuals, community groups or organisations so they can fundraise on behalf of Very Special Kids. • Support the development of new fundraising products and initiatives, with a focus on expanding digital fundraising channels. • Support the Fundraising Manager in developing supporter journeys that improve fundraiser experience, recognise milestones, and increase retention and lifetime value. • Collaborate with the Marketing and Communications team to develop promotional materials and toolkits that support community fundraising efforts. • Maintain and enhance the online Community Fundraising Hub. • Represent Very Special Kids at public speaking engagements to support or promote community fundraising. • Work with the Volunteer team to organise volunteers for community fundraising events and activities (when required). • Assist in identifying and developing community partnerships, including preparing tailored submissions and proposals. • Contribute to continuous improvement of community fundraising policies and processes to ensure best practice.

	<ul style="list-style-type: none"> • Support the Fundraising Manager in preparing the annual business plan and budget for community fundraising. • Assist with broader organisational events, including but not limited to Piggy Bank Appeal, 24 Hour Challenge, Ladies Lunch, Footy Fever Debate, and Autumn Classic. <p>Stakeholder Relationships</p> <ul style="list-style-type: none"> • Maintain relationships with community fundraisers to ensure they're supported throughout their fundraising and actively develop new relationships with prospective fundraisers. • Maintain strong relationships with members of the Fundraising and Marketing team, as well as the broader organisation. • Involve Very Special Kids staff and volunteers, including Board, Foundation and Management Team, in the engagement process with external stakeholders. <p>CRM Database & Reporting</p> <ul style="list-style-type: none"> • Work with the Salesforce administrator to refine the Community Fundraising program in Salesforce to effectively track and manage program performance, as well as third party events and fundraisers. • Keep accurate records of all enquiries, fundraising activities and communications with supporters in Salesforce. • Create automations and processes in Salesforce to streamline community fundraising operations and enquiries, in conjunction with the Supporter Care team. • Work with CRM and third-party fundraising platforms to effectively target, monitor, track and report on program effectiveness and improve ongoing performance. • Work with the Supporter Care Administrator to co-ordinate receipting and thanking of donors according to agreed stewardship framework. • Provide timely and appropriate information for the Fundraising Manager and the Fundraising & Marketing Team as required. • Monitor and report on agreed income and expenditure targets set in consultation with the Fundraising Manager. • Provide verbal and written summary reports for the monthly Fundraising & Marketing team meetings.
--	---

Quality, Safety, and Improvement

<p>Very Special Kids employees have a responsibility and accountability to contribute to the organisation's commitment to Quality, Safety, and Improvement by:</p> <ul style="list-style-type: none"> • Acting in accordance and complying with all relevant Safety and Quality policies and procedures • Actively participating in team meetings, staff forums and other sessions relevant to the role, and as required • Supporting an inclusive environment where all individuals are treated fairly, with respect and receive the same opportunities • Identifying risks, reporting, and being actively involved in risk mitigation strategies • Participating in and actively contributing to quality improvement programs • Complying with the requirements of the National Safety & Quality Health Service Standards • Complying with all relevant clinical and/or competency standards

- Complying with the principles of Patient and Family Centred Care that relate to this position
- Complying with the principles of Child Safe Standards that relate to this position
- Leading and providing supervision of volunteers directly involved in your work

Privacy Statement: Personal Information may be collected and stored for the purpose of recruitment and selection. The information will only be used and disclosed for the primary purpose of its collection. Some exceptions exist. These may be obtained from the Privacy Officer.

Approvals:	
Created by:	General Manager Fundraising and Marketing
Approved by:	General Manager People and Culture
Date of Last update:	18 July 2025