

# 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:	Philanthropy Specialist
Classification:	FTE 0.8 (Part time)
Enterprise Agreement:	Individual Contract
Location:	321 Glenferrie Road Malvern
Department:	Fundraising & Marketing Team
No. Direct Reports:	N/A
Reporting To:	General Manager Fundraising and Marketing
Job Purpose:	<p>The Philanthropy Specialist plays a key role in supporting the growth and sustainability of Very Special Kids' major gifts program. The role is responsible for building and managing relationships with current and prospective major donors, developing tailored stewardship and solicitation strategies, and contributing to the creation of compelling funding propositions aligned with donor interests.</p> <p>This is a dynamic and relationship-focused role, ideal for someone with strong donor prospecting capabilities, confidence soliciting gifts and making the ask, excellent interpersonal skills, and a passion for making a meaningful impact through philanthropy.</p>
Skills & Experience:	<p><b>Qualifications &amp; experience</b></p> <ul style="list-style-type: none"> <li>• 7+ years of demonstrated experience in fundraising, donor engagement, or relationship management, ideally within a major gifts or philanthropy context.</li> <li>• Degree qualifications in Business, Marketing, Fundraising, or a related discipline is desirable.</li> <li>• Proven track record in achieving sales / fundraising income targets.</li> <li>• Experience in managing relationships with key internal and external stakeholders.</li> </ul> <p><b>Additional Requirements</b> WWCC, Police Check</p> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Strong interpersonal and communication skills, with the ability to build trust and rapport with diverse stakeholders.</li> </ul>

	<ul style="list-style-type: none"> <li>• Proven ability to develop and implement donor stewardship and solicitation strategies.</li> <li>• Strong writing skills, with the ability to craft compelling proposals and impact communications.</li> <li>• Proficiency in CRM systems, preferably Salesforce, and data management.</li> <li>• Highly organised, with strong attention to detail and the ability to manage multiple priorities.</li> <li>• Passion for the mission of Very Special Kids and empathy for families facing life-limiting conditions.</li> </ul> <p><b>Personal Attributes</b></p> <ul style="list-style-type: none"> <li>• An active team player, contributing to the wider activities and functions of the Fundraising and Marketing team and the wider organisation.</li> <li>• Personable and able to quickly form good relationships with a diversity of personality types.</li> <li>• Energy and passion for connecting prospective supporters with the work of Very Special Kids.</li> <li>• Capacity to work after hours and on weekends.</li> <li>• 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.</li> </ul>
Summary of Key Responsibilities:	<ul style="list-style-type: none"> <li>• Achieve annual income targets for major gifts by proactively soliciting donations, acquiring new donors, and deepening engagement with existing supporters to drive sustainable revenue growth.</li> </ul> <p><b>Major Donor &amp; Revenue Growth</b></p> <ul style="list-style-type: none"> <li>• Support the identification, research, and cultivation of high-value prospects for major giving.</li> <li>• Conduct prospect research and analysis to inform donor strategies and pipeline development</li> <li>• Drive income growth by actively soliciting gifts from current and prospective major donors.</li> <li>• Confidently lead solicitation conversations and make direct asks, tailored to donor capacity and interests.</li> <li>• Develop and implement donor growth strategies, including acquisition, upgrading, and reactivation.</li> </ul> <p><b>Donor Engagement</b></p> <ul style="list-style-type: none"> <li>• Manage and grow a portfolio of major donors, ensuring effective qualification, cultivation, solicitation, and stewardship.</li> <li>• Build strong, supporter-centric relationships with donors, tailoring engagement and giving opportunities to align with their values and philanthropic goals.</li> <li>• Design and implement donor journeys and stewardship strategies across multiple channels, including events, webinars, face-to-face meetings, phone calls, mail, and email.</li> <li>• Assist in planning and delivering donor engagement and recognition events to enhance relationships and demonstrate impact.</li> <li>• Support donor communications and touchpoints that reinforce connection and trust.</li> </ul> <p><b>Proposal Development &amp; Impact Communication</b></p>

	<ul style="list-style-type: none"> <li>• Work with the Philanthropy and Service Delivery teams to gather project information, including budgets, to develop compelling donor propositions.</li> <li>• Contribute to the development of cases for support and impact reporting materials that demonstrate the value of donor contributions.</li> </ul> <p><b>Data &amp; Reporting</b></p> <ul style="list-style-type: none"> <li>• Maintain accurate and up-to-date records of all donor interactions in the CRM system (Salesforce).</li> <li>• Monitor and evaluate donor engagement activities and moves management performance against KPIs.</li> <li>• Track and report on income and expenditure related to major donor activities.</li> </ul> <p><b>Collaboration &amp; Continuous Improvement</b></p> <ul style="list-style-type: none"> <li>• Work collaboratively with the broader Fundraising and Marketing team to support integrated donor engagement strategies.</li> <li>• Contribute to continuous improvement initiatives and assist the Philanthropy Manager with specific projects as required.</li> </ul>
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## 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"> <li>• Acting in accordance and complying with all relevant Safety and Quality policies and procedures</li> <li>• Actively participating in team meetings, staff forums and other sessions relevant to the role, and as required</li> <li>• Supporting an inclusive environment where all individuals are treated fairly, with respect and receive the same opportunities</li> <li>• Identifying risks, reporting, and being actively involved in risk mitigation strategies</li> <li>• Participating in and actively contributing to quality improvement programs</li> <li>• Complying with the requirements of the National Safety &amp; Quality Health Service Standards</li> <li>• Complying with all relevant clinical and/or competency standards</li> <li>• Complying with the principles of Patient and Family Centred Care that relate to this position</li> <li>• Complying with the principles of Child Safe Standards that relate to this position</li> <li>• Leading and providing supervision of volunteers directly involved in your work</li> </ul>
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**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