

**Position Title:** Marketing & Fundraising Team Assistant  
**Position Number:** C011  
**Section:** Marketing and Fundraising  
**Award:** Clerks—Private Sector Award 2010  
**Award Level/Salary:** Level 1-2  
**Hours:** Full-time 38 hours per week

**Approval**

**Signature of CEO:** *Signed copy on file*

**Approval Date:** January 2021

**Date of Effect:** January 2021

**POSITION OBJECTIVES**

- To be committed to improve, uphold and achieve animal welfare.
- To provide administrative, data and fundraising support to the marketing & fundraising, team.
- To assist building the organisation's database, maintain relevant data, ensure accurate and up-to-date data and increase segmentation of data within database. To nurture and maintain supporter relationships
- To assist minimising donor attrition rate by increasing communication to maintain donor loyalty.

**DUTIES AND RESPONSIBILITIES**

- Process all incoming fundraising payments in the database including:
  - Cash, Cheque, Credit Card, Direct Debit and Online
  - Other fundraising money (Million Paws Walk, Cupcake Day, memberships, sponsorships, events etc.)
- Prepare all RSPCA ACT fundraising monies for banking.
- Assist with regular giving activities including set up of new regular donors, process donations, cancellations, receipting, follow up of declined donors, welcome packs.
- Assist the manager of the marketing and fundraising team to coordinate stewardship of donors including emails, phone calls, handwritten correspondence and mail.
- Receive, direct and handle incoming fundraising, marketing and donor enquiry calls.
- Coordinate the preparation and sending of donation receipts.
- Monitor and action emails received by the donation inbox, receipt inbox and supporter inbox.
- Assist with marketing and fundraising related mail outs.
- Assist with recording, scanning and imputing data into CRM and Sheltermate for fundraising activities such as Pet Legacy, Bequest, Regular Donors, Events etc.
- Provide assistance with donor/supporter visits and other events.
- Assist with community fundraising programs.
- Assist with the coordination of the donation wombats' program.

- Assist with photographing animals for marketing and fundraising purposes when required.
- Assist with other reasonable tasks, including general marketing and fundraising activities, as required by the manager of the marketing and fundraising team.

#### **Data**

- Update and maintain relevant donor details and preferences in CRM and Campaign Monitor.
- Export and clean data from various external platforms and internal databases such as payment gateways, commercial services, events, etc.
- Export, clean, import and eliminate duplications in the CRM and Campaign Monitor.
- Prepare data for regular giving acquisition campaigns.
- Assist with preparation and segmenting of data for marketing and fundraising appeals and campaigns.
- Assist, troubleshoot and report CRM based problems.

#### **Support Services**

- Daily collection, opening and distribution of incoming mail and posting outgoing mail
- Maintain stationery stores and administer the ordering and office supplies and equipment
- Order and proof business cards

Provide the following support as required:

- Monitor and distribute emails that are received by the main RSPCA ACT email address.
- Receive and direct incoming calls to the support services and marketing and fundraising sections and handle general enquiries.
- Any other reasonable tasks as directed by the manager of the support services team.

#### **ORGANISATIONAL RELATIONSHIP**

- The occupant of the position reports directly to the manager of the marketing and fundraising team.
- The occupant of the position works closely with and provides assistance to all members of the marketing team.
- The occupant of the position provides assistance to the support services team if required.

#### **FINANCIAL DELEGATIONS AND AUTHORITIES**

- Nil

#### **QUALIFICATIONS & PERSONAL ATTRIBUTES**

##### **Qualifications & Experience**

- Advanced computer skills in a range of software including Microsoft Word and Excel.
- Excellent written and verbal communication skills.
- Experience in the use of database applications, the internet and email.
- Experience with data entering and data segmentation.
- Good customer service skills.

## **Personal Attributes**

- Excellent interpersonal skills, including the ability to interact with a diverse range of individuals from both within and outside the RSPCA ACT.
- High degree of motivation and demonstrated ability to work well as part of a team, but also to work independently, with minimum supervision when required.
- Highly developed organisational skills, ability to work under pressure, prioritise work and meet set deadlines.
- Attention to detail and a high level of accuracy.
- Honest, reliable and willing to take direction.
- Flexibility to attend events and functions outside of regular working hours.
- Sound understanding or ability to acquire understanding of and commitment to EEO and WHS principles and practices

## **CONDITIONS OF EMPLOYMENT**

- Detailed conditions of employment are set out in the occupant's letter of engagement.
- Adherence and compliance with the RSPCA ACT Code of Professional Conduct.
- Adherence and compliance with all RSPCA ACT policies and procedures as amended from time to time.
- Willingness and flexibility to work outside set working hours on occasion.
- Travel within Australia may be required from time to time.

## **WORKING ENVIRONMENT AND RSPCA EXPECTATIONS**

- There is a slight possibility of exposure to
  - infectious organisms
  - animal waste
  - allergens
  - chemical materials requiring WHS Material Safety Data Sheets
  - hostile persons
  - vicious animals.
- You need to be willing to work weekends and public holidays on occasion.
- You will be expected to maintain a neat and well-groomed personal appearance.
- You will be required to attend staff training sessions and staff meetings.
- You must demonstrate a commitment to maintaining a safe and healthy site environment for staff, clients and visitors.
- You will be expected to implement and promote the policies and positions of RSPCA.
- You need to demonstrate cooperative work practices and make a contribution to a positive culture.

## **SELECTION CRITERIA**

1. Detail which Microsoft Office and other software programs/databases you are efficient at and at what level. Please provide examples of how you have used these programs.

2. Provide examples of how you ensure accuracy when performing repetitive tasks.
3. Provide examples of where you have been required to multi-task and how you met conflicting deadlines.
4. Outline your previous employment experience, in a customer service-oriented field, and how this will assist you in this role.
5. Other than the fact that you love animals, please tell us why you want to work at RSPCA ACT.

**DOCUMENT CONTROL**

**Version Number:** 1.0  
**Future Review Date:** As needed

**History**

Date	Title	Notes
January 2021	Marketing and Fundraising Team Assistant	New part-time position