



# Regular Giving Coordinator

Position Description		
Title:	Regular Giving Coordinator	
Department:	National Engagement – Fundraising	
Purpose:	This role is responsible for coordinating regular giving acquisition activities as well as other initiatives that grow regular giving income for Baptist World Aid throughout the year.	
Reports to:	Regular Giving Team Lead	
Direct Reports/ Supervises:	Supervisory responsibilities of Volunteers	
Key Relationships:	<p><b>Internal</b> National Engagement Managers &amp; teams , International Programs , Church Partnerships Managers , Volunteers</p> <p><b>External</b> Suppliers and contractors</p>	
Hours per Week:	0.8 FTE (28 hrs/wk)	
Location:	Transform Aid / Baptist World Aid Headquarters, North Ryde NSW – Hybrid WFH arrangement possible	
Key Responsibilities and Activities		
Key Focus Areas	Activities	KPI/ How they are measured
Regular Giving Acquisition	<ul style="list-style-type: none"> <li>Find innovative ways to attract new regular giving donors using a range of channels.</li> <li>Work with the Campaigns Team to develop strategies that convert single-gift donors to regular giving donors.</li> <li>Coordinate activities that reactivate lapsed regular givers.</li> <li>Test new lead generation ideas and develop plans to convert warm leads segments to regular giving.</li> </ul>	Success measured according to Strategic Priorities as laid out in our organizational playbook.

	<ul style="list-style-type: none"> <li>• Improve point of sale experience so that it is simple and efficient to sign up as a regular giver.</li> <li>• Work closely with the Regular Giving Team Lead to create reports that measure key regular giving metrics, analyse results and identify trends.</li> </ul>	
Maximise regular giving revenue	<ul style="list-style-type: none"> <li>• Coordinate and execute the delivery of value growth activities (ie. Upgrades or Sponsorship bounce backs) that maximise all regular giving income/lifetime value.</li> <li>• Develop and coordinate regular price rises to Sponsorship product alongside Regular Giving Team Lead.</li> </ul>	Year on year income growth
Church Team Support	<ul style="list-style-type: none"> <li>• Coordinate acquisition logistics and collateral that supports Church-related acquisition activities.</li> <li>• Coordinate and distribute all Child Sponsorship Event Profiles for use at Church deputations.</li> </ul>	Partnerships team are well resourced and face to face sign up processes are streamlined
Onboarding Journeys	<ul style="list-style-type: none"> <li>• Develop onboarding journeys that welcome and thank new regular giving donors.</li> <li>• Coordinate the development of all introductory Child Profiles that are included in Sponsor Welcome Packs.</li> <li>• Collaborate across teams to ensure welcome/thanking of new regular giving donors.</li> <li>• Develop and utilise methods of tracking the effectiveness of welcome and ongoing donor journeys.</li> </ul>	Onboarding and Welcome Journeys in place providing optimal experience to all new Regular Givers
Stakeholder Engagement	<ul style="list-style-type: none"> <li>• Engage multiple internal stakeholders to ensure smooth and efficient delivery of cross-department communication projects.</li> <li>• Supervise and motivate volunteers to assist with daily tasks that assist the regular giving team.</li> <li>• Participate in cross-team product development initiatives as required.</li> </ul>	All stakeholders including volunteers informed, engaged and encouraged in their involvement with tasks and projects
Safeguarding	<ul style="list-style-type: none"> <li>• Ensure safeguarding measures are maintained.</li> <li>• Escalate potential risks to Child Safe Committee.</li> <li>• Review business processes regularly to ensure tasks uphold the child safety standards outlined in the TAI Child Safe policy.</li> </ul>	Maintain security of information and safeguarding measures.
Essential Knowledge, Skills and Experience		
<ul style="list-style-type: none"> <li>• Experience in marketing, fundraising or related function</li> <li>• Project management: ability to manage multiple tasks and work to budget and tight deadlines</li> <li>• Proficient administration skills</li> <li>• Demonstrated relationship management and negotiation skills with internal and external stakeholders</li> </ul>		

- Demonstrated ability to think analytically using performance metrics and campaign tracking to improve campaign performance.
- A passion for making donor's experience supporting Baptist World Aid the best it can be
- An authentic Christian, with strong commitment to the values, vision and mission of the Baptist Church and willingness to participate in prayers and biblical reflection sessions.

#### Desirable Knowledge, Skills and Experience

- Experience working in Fundraising positions or in a not-for-profit environment
- Experience in data analysis, including creating reports and dashboards that measure key regular giving metrics, analyse results and identify trends
- A learning mindset with a commitment to bringing best-practice in fundraising
- Experience in creative thinking and innovation
- Ability to supervise and motivate volunteers
- High standard of written and spoken English
- Understanding of Christian principles in development

#### Organisational Wide Requirements

##### Our Values

Model the organizational values of the workplace at all times.

##### Continuous Improvement and Best Practice:

You will have opportunity to participate in any continuous improvement exercises and to seek best practice in fulfilling your role.

You will also have the opportunity to contribute to the ongoing development and improvement of policies and practices.

##### Workplace Health and Safety and Equal Employment Opportunity:

It is your responsibility to take reasonable care for the health and safety of all people within the workplace and for all people who may be affected by your acts or omissions. You will cooperate in implementing WHS legislation and standards.

You are also accountable and responsible for complying with all Transform Aid International / Baptist World Aid policies and procedures designed to eliminate discrimination in the workplace.

##### Child Safe Organisation:

Transform Aid International / Baptist World Aid is a child safe organisation and all employees are required to read and understand our child protection policy, and in addition, sign and abide by our Child Safe Code of Conduct. All employees are required to provide authorisation for a National Police Check and will be required to gain a Working with Children Check.

##### Compliance

It is your responsibility to ensure compliance with TAI policies and procedures, legislation, as well as requirements of relevant regulatory bodies, including ACFID and DFAT.

Employee Name	
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Employee Signature	
Date	