

SCHEDULE 1 - POSITION DESCRIPTION

Position title:	Fundraiser & Communications Coordinator
Hours	Full time (70 hours per fortnight) to start as soon as possible after 11 January 2021.
Team/ Program area	WESNET and the Safety Net Australia Project
Award/Agreement/ Classification	The position is guided by the Social, Community, Home Care and Disability Services Industry Award [MA000100]. Classification is linked to Level 5, Pay Point 1 currently \$40.64 per hour (plus super). Generous salary packaging is available as WESNET is a registered Public Benevolent Institution enabling staff to package up to \$30,000 before tax.
Reporting to	CEO WESNET
Tenure	Fixed term contract to 31 December 2021.
Location	Negotiable

Our Organisation

WESNET is a national women's peak advocacy body that facilitates and promotes policy, legislative and programmatic responses relevant to women and children who have experienced domestic or family violence.

WESNET works to minimise the harm to women and their children from domestic and family violence by advancing responses that:

- Ensure the safety of women and children;
- Empower them to live free of violence; and
- Improve the social, political and economic status of women.

Site/Program Profile

WESNET

WESNET is a national women's peak body with over 300 members that are women's frontline agencies specialising in family, domestic and sexual violence. WESNET member services are women-led, and work within an intersectional feminist framework - acknowledging the disadvantage women face, and the further disadvantage faced by women from vulnerable populations - and deliver their services with a woman-centred, empowerment approach.

Safety Net Australia

The Safety Net Australia service was established in 2011 by WESNET. Objectives of the project include working with communities and agencies to address how ongoing and emerging technology issues impact the safety, privacy and accessibility rights of victims of domestic and family violence, sexual violence and stalking; and to train agencies who work with women experiencing all forms of violence in ways to use technology strategically to help find safety, access support and services and gather evidence against their abusers.

We also provide direct relief programs such in partnership with corporate partners Telstra and Uber. The team is exploring alternative funding and income strategies as a five-year government grant comes to a close.

The team manages the Telstra *Safe Connections* program which provides new smartphones to women experiencing violence, particularly those who are experiencing technology facilitated abuse, and training to frontline agencies about the safe distribution of the smartphones, common ways that smartphones are misused and how to work with survivors to enhance safety and safe access to technology.

Both WESNET and the Safety Net Australia service work with a wide range of government and corporate and regulatory bodies to provide advice and training about the intersection of technology and violence against women.

Position Summary

In this role you will be responsible for managing WESNET's relationship with our highly-valued supporters and donors, across all our communications channels. The primary aim of the role is to develop a more integrated fundraising and communications platform to **increase brand recognition**, drive engagement and increase the level of financial support to WESNET. Your priority will be fundraising, but you will also play a coordinating role across all communications, in collaboration with the CEO, to ensure that all our communications are well-aligned and support our organisational goals.

Position Responsibilities

Fundraising

- *Fundraising Strategy*: Work with the CEO and the WESNET Advisory board to develop and implement the organisation's overall fundraising strategy.
- *Database management*: manage WESNET's database and lead ongoing improvements and analysis of the data.
- *Fundraising & marketing campaigns*: develop and implement integrated campaigns and appeals to engage existing supporters.
- *Donor acquisition*: Implement new donor acquisition campaigns using digital and social media channels.
- *Writing & content production*: produce engaging fundraising appeals, social media, web-pages and other fundraising content for all channels.
- *Donor stewardship & supporter journeys*: Build and maintain a vibrant dialogue with WESNET donors and supporters. This will include establishing processes for: tailored and timely donor communications; onboarding new supporters; and retaining donors and supporters for the long term.
- *Culture*: Drive a culture of effective fundraising and excellent donor care across the organisation. Be the champion for fundraising in the organisation and promote a culture of philanthropy.
- *Fundraising systems*: maintain WESNET's administrative systems for managing donations including payment systems (CiviCRM, XERO), issuing tax receipts, responding to donor queries, etc. Review and refine systems to maximise return on investment and efficiency, while keeping your finger on the pulse to identify more effective solutions in the market.

Coordinating Communications

The WESNET staff team all contribute to creating content for WESNET's websites, social media and other communication channels. You will play a coordinating role to ensure

the overall communications program support's WESNET's goals and meets the needs of donors and supporters.

- Provide overall management of the WESNET websites.
- Coordinate WESNET's schedule of communication activities (fundraising, communications, events and trainings and social media) to ensure an integrated approach to fundraising and campaign objectives.
- Support the broader team to produce high-quality content and maintain a consistent tone and style across our external communications.
- Coordinate content from other staff members and produce integrated communication products like e-newsletters or similar.

Other requirements

Please note: this position is only open to people resident in Australia with an existing legal right to work in Australia.

A satisfactory police and working with children/vulnerable persons will be required prior to commencement.

Key Selection Criteria

Essential

1. Appropriate tertiary qualifications in a relevant discipline such as Communications, Marketing, Digital Media or Fundraising or an equivalent combination of relevant experience and education/ training.
2. At least three-years experience in not-for-profit fundraising and a passion for eliminating violence against women.
3. Demonstrated success in donor stewardship strategies to engage, retain and grow a strong community of supporters and increase income.
4. Proven experience in managing and maintaining a customer relations database (experience with CiviCRM preferred but not essential).
5. Demonstrated knowledge of data-driven marketing methods including split-testing, audience segmentation, and user targeting.
6. Excellent writing skills and experience in writing for appeals, digital communications, social media and websites.
7. Advanced skills in social media, digital content marketing, web content management system, web analytics tools and other digital technologies.
8. Strong interpersonal skills and a flexible approach when working in a team.

Desirable

1. A commitment to enhancing the status of women and children in society and to be able to work and liaise respectfully and effectively with women in crisis in a positive and empowering manner;
2. An understanding of the nature of domestic and family violence, and its impact on women and children, including prevention, early intervention and crisis response
3. Ability to work and communicate in a manner sensitive to client needs, and ensure that any communication with clients is undertaken in a confidential, positive and empowering manner.

How to apply

To be considered for shortlisting and an interview your application must include:

- **Cover letter**
- A statement which describes your suitability against each of the **key selection criteria** detailed in the Position Description.
- A **resume** containing your contact details, a summary of work experience, details of qualifications and education.
- **Referees** - if required for an interview you will be required to provide details of at least two referees - ideally one should be your current or most recent supervisor from your most recent employer - and another supervisor with knowledge of your work performance.

Application deadline: Applications will be reviewed as they are received until a suitable applicant is found.

Applications can be submitted via email to jobs@wesnet.org.au

- The position description is available at <http://www.wesnet.org.au/jobs>
- If you need additional information about the position please send your written enquiry to jobs@wesnet.org.au.
- A Single PDF is preferred.
- **PLEASE NOTE: Applications that do not comply with the above will not be considered.**