

# Fundraising Development Officer

Team: Communications and Fundraising

Status: Full time

Commencing: 1 November, 2015

Closing Date for Applications: 19 October 2015

Email Applications to: [jobs@bdcf.org](mailto:jobs@bdcf.org)

## Job context

Blue Dragon Children's Foundation is a grassroots Australian charity reaching out to children in crisis throughout Vietnam. Blue Dragon kids are street kids, children with disabilities, children at risk of trafficking and exploitation, and survivors of human trafficking. Our primary aim is to rescue kids from danger, reunite them with their families when we can, and provide all the services needed for recovery and growth. Blue Dragon operates five programs throughout Vietnam, and has a staff of 70 situated in Hanoi, Hue and Dien Bien.

The Communications and Fundraising team focuses on supplying and increasing Blue Dragon's income and broadening its funding base in order to allow the core work of the organisation to grow and innovate. The team raises funds primarily by building donor relationships with key stakeholders, and stewarding these relationships with the aim of increasing donor retention and ensuring donors understand the impact of their donation. The Fundraising Development Officer is responsible for stewarding relationships with individual donors, a key income-generating area. It is the responsibility of the Officer to ensure the integrity and efficiency of this fundraising platform. The Officer will also work with other team members to ensure the success of fundraising events, campaigns and appeals. Blue Dragon provides equal employment opportunities for open positions to all qualified persons without discrimination or harassment. Blue Dragon will make reasonable job accommodations for persons with disabilities who can perform the essential functions of the position for which they are qualified and selected.

## Key objectives

- Raise funds from and steward relationships with individual donors around the world
- Create positive and memorable donor experiences of the organization through timely and effective communication
- Enhance Blue Dragon's ability to support and encourage individual fundraising
- Develop donor targets and strategies to increase income from individual donors with the Communications and Fundraising Manager
- Ensure donation pathways are effective and clearly communicated
- Uphold Blue Dragon's mission and values

## Reporting

The Fundraising Development Officer reports directly to the Communications and Fundraising Manager and works in close liaison with Communications and Fundraising team members.

## **Duties and Responsibilities**

### Donor engagement

- Steward existing relationships with individual donors including ensuring timely responses to requests and reporting on impact
- Meet the fundraising targets for individual donors
- Develop relationships with new donors and target potential donors
- Implement strategies to increase the ask for, and the numbers of, recurring donors
- Develop standards for communications with individual donors including guidelines, foundation products, receipting and use of new technologies
- Assist the Communications and Fundraising Manager to develop and execute new fundraising platforms
- Supply information for online content and other promotional material to encourage individual donations
- Provide key support for annual campaigns and appeals

### Database and donor management

- Improve, collect and maintain information on individual donors for the donor database
- Resolve financial and other management issues related to donations
- Regularly review donation pathways and research other organisations' methods; improve and maintain information on donation pathways
- Investigate and implement systems for capturing data and reporting on individual donors, fundraisers, supporters and visitors
- Manage individual donor data and reporting, including assistance with the mail list Strategic development
- Develop and continually review strategies to promote and increase individual donations
- Develop new markets for individual donors in liaison with the Communications and Fundraising Manager
- Assist the Communications and Fundraising Manager in developing new fundraising platforms in line with the priorities of the organisation

### Fundraising & Communications Team and Program Support

- Attend events on a rotational basis with members of the team
- Improve and maintain regular reporting to the Communications and Fundraising Manager
- Assist in hosting visitors to Dragon House in Hanoi, including Breakfast with the Stars
- Assist with planning and implementation of other activities as required; for example, strategic planning, events, and information distribution

## **Selection criteria (must be demonstrated in written application)**

### Essential

- Minimum completion of a two-year diploma program with a preferred emphasis on Public Relations, Marketing, and/or Communications or equivalent experience
- High level English language skills, both written and oral; including the ability to write articulately and persuasively to donors
- Skills in accessing electronic data resources, gathering and analysing data for donor reports
- Ability to perform under pressure and meet fundraising targets

- Demonstrated commitment to Blue Dragon's values
- Ability to work independently, set priorities and complete work accurately and timely
- Desire and proven ability to work as part of a team

Desirable

- Degree in Communications, Public Relations, and/or Marketing
- Experience in working in a non-profit environment