

## MEMBERSHIP AND INDIVIDUAL GIVING SPECIALIST

<b>Department:</b>	Engagement & Philanthropy
<b>Reports To:</b>	Head of Engagement & Philanthropy
<b>Direct Reports:</b>	None
<b>Workload:</b>	0.6 to 0.8 FTE
<b>Base Remuneration:</b>	Commensurate with experience
<b>Financial Delegation:</b>	None
<b>Non-Financial Delegation:</b>	None
<b>Budget Responsibilities:</b>	None

## POSITION PURPOSE

The Membership and Individual Giving Specialist leverages their expertise to support fundraising to nurture and cultivate and strengthen relationships which will enable the Melbourne Holocaust Museum (MHM) to ultimately expand its membership and individual giving donor contributions and impact in the broader community.

Responsibilities include coordinating and implementing a series of membership, fundraising activities and programs to raise funds and ensure the sustainable growth of the institution. The role actively contributes to fundraising strategies through adept utilisation of data analytics and comprehensive reporting via customer relationship management (CRM) system.

Central to this position is the stewardship of the membership program and its members. Collaborating with internal stakeholders, the coordinator ensures that members receive ongoing benefits and engagement opportunities, fostering a sense of belonging and commitment to the museum. Upholding the highest standards of fundraising ethics and practices, the role safeguards the reputation and brand integrity of MHM.

As part of the Engagement & Philanthropy Team, this role collaborates closely with the Head of Engagement & Philanthropy to deliver on the museum's mission, vision, and strategic priorities.

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## KEY RESPONSIBILITIES

- a. In consultation with the Head of Engagement & Philanthropy, implement suite of fundraising initiatives designed to attract and nurture relationships with existing and potential MHM donors.
- b. Develop and execute strategies and programs for membership recruitment, retention, and loyalty to expand and enrich our membership program.
- c. Coordinate a series of ongoing fundraising activities and initiatives throughout the year to secure funds and increase awareness of MHM's mission, emphasising the attraction of new donors.
- d. Implement strategies and campaigns designed to acquire new MHM donors, as well as maintaining, retaining, and fostering long-term relationships with existing MHM donors and supporters.
- e. Demonstrate knowledge of the principles and methodologies of fundraising activity, including the legal and regulatory requirements to conduct fundraising activities.



- f. Coordinate donor recognition events as required.
- g. Donor Acquisition Administration:
  - i. Research, explore and identify leads to build a pipeline of opportunities for new donors.
  - ii. Use the CRM to manage a pipeline of new prospects with the aim of converting them into donors.
  - iii. Track all new leads which come in through a variety of channels: website sign-ups, workshops, board referrals, campaigns and other special events.
  - iv. Prepare proposals in partnership with internal stakeholders for potential donors based on plans developed internally and with program partners.
- h. Donor Retention:
  - i. Stewardship and retention of all donors, nurturing relationships to provide an exceptional experience that engages and retains them and increases their investment year on year, including through regular communications and where relevant, regular face to face meetings and annual reporting
  - ii. Where donors are increasing their commitment to specific projects, work with the Head of Engagement & Philanthropy and the CEO to develop proposals for investment opportunities.
- i. Use the CRM to manage all donors, updating relevant communication and personal donor journeys.

#### KEY SELECTION CRITERIA

##### 1. Education/Qualifications

The appointee will have:

- a. Bachelor degree communications, business, public relations, specialising in fundraising, or similar.
- b. An equivalent combination of relevant experience and/or education/training.
- c. Knowledge of Holocaust history, or World War II history is highly desirable, with a preference for university level study of the Holocaust or World War II history.

##### 2. Checks/Memberships:

- a. Working With Children Check
- b. National Police Check
- c. Security Check
- d. First aid certification (preferred)

##### 3. Knowledge and Skills

- a. A minimum of 2 years proven fundraising experience including implementing effective fundraising programs, products, and initiatives.
- b. Proven fundraising skills/business development and success in securing new business from donors/clients with the ability to achieve and exceed financial targets.



- c. Ability & enthusiasm for networking with highly developed relationship management skills.
- d. Demonstrated excellent written and verbal communication skills for a range of audiences.
- e. Excellent presentation, proposal, and negotiation skills.
- f. Proven experience with executing fundraising/business strategy.
- g. Proven experience in revenue reporting.
- h. Proven ability to make decisions, solve problems, prioritise tasks, forward plan, meet deadlines and deliver results effectively and creatively.
- i. Experience managing and working with customer and/or fundraising databases.
- j. Experience dealing with multiple stakeholder groups.
- k. Attention to detail.
- l. Competent use of Microsoft Office suite.
- m. Experience in project management and strategic thinking.
- n. Self-motivated, capable of working independently, as well as part of a team.
- o. An understanding of the history of the Holocaust preferred.
- p. Competency in using database/CRM software (thankQ preferred).

Personal Attributes:

- a. Ability to network, genuinely build rapport and create authentic connections and relationships.
  - b. Eye for detail and dedication to data integrity.
  - c. Good time management and stakeholder management.
  - d. Motivated self-starter who loves to take initiative.
  - e. Enthusiastic team player who works well independently.
  - f. Commitment to quality, continuous improvement, occupational health and safety, and risk management.
  - g. Proactive, values driven, resilient and honest.
  - h. Outcome focused with an attitude of applying best practice to all endeavours.
  - i. Ability to innovatively and creatively manage workload, including setting up and overseeing volunteers to perform tasks.
  - j. Understanding of working within the Jewish community preferred.
  - k. Passionate about joining an organisation committed to combat antisemitism, racism, and prejudice in the community, and fostering understanding between peoples.
4. Work practices reflect MHM Core Values
- a. *Values alignment*: ability to demonstrate and authentically promote MHM values.
  - b. *Leadership*: ability to be flexible, innovative, and proactive; leading by example to build a positive, collaborative, and effective work environment.
  - c. *Professionalism*: maintain relationships with staff, consumers, volunteers, and key stakeholders that are respectful, inclusive, and collaborative; meet program performance



indicators and targets; support the organisation to embed values and deliver on strategic goals.

- d. *Cultural Awareness*: understand the importance of diversity and embed this within your team; advocate for a diverse and culturally rich workplace; foster inclusive practice.
- e. *Consumer Focus*: prioritise the needs of the consumer; embed contemporary consumer focused practice and seek innovative and creative ways to provide consumer choice.

#### OTHER JOB-RELATED INFORMATION

- a. Details of this position description may be varied from time to time to better align with the organisational requirements for the role, this will be done by agreement with the incumbent.
- b. The duties undertaken within the role may differ from those penned herein, and it is expected for the incumbent to be open to and willing to take these on as organisationally required.
- c. Training in specific technology software may be required.
- d. There may be peak periods of work during which taking of leave may be restricted.
- e. We are a small organisation and at times all team members may be required to perform reasonable duties beyond the scope of their role.

#### LEGAL COMPLIANCE

Ensure you are aware of and adhere to legislation and Centre policy relevant to the duties undertaken, including but not limited to: Child Safety, supporting children and young people; Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest; Paid Outside Work; Privacy; and Code of Conduct.