



<b>Title:</b>	Fundraising Campaign Coordinator
<b>Reporting to:</b>	CEO – Youth Live4Life Ltd
<b>Current Occupant:</b>	This is a new position
<b>Position</b>	0.2 to 0.4 EFT, flexible working hours
<b>Location</b>	Work from anywhere
<b>Contract Period</b>	12 months commencing 1 May 2021 or sooner
<b>Salary</b>	\$72,000/annum (pro rata) plus superannuation and salary packaging

## Youth Live4Life Ltd

Youth Live4Life is a registered health promotion charity, bringing together rural and regional communities to improve youth mental health and wellbeing.

We do this by empowering communities to implement Live4Life, the only mental health education and youth suicide prevention model designed specifically for rural and regional communities.

Since 2010 Live4Life has reached more than 11,000 young people living in rural and regional communities helping them to resolve and prevent mental health challenges.

We believe that when rural communities come together to support young people, they save lives. More information can be found at: [www.live4life.org.au](http://www.live4life.org.au)

## THE POSITION

### Purpose of Position

We are looking for an experienced and passionate person to join our small and dedicated team as we support and improve the lives of young people living in rural and regional communities through the Live4Life model.

This role will be essential to the implementation of Youth Live4Life's Fundraising Strategy.

The primary purpose of this position is to design and drive Youth Live4Life's fundraising initiatives including but not limited to:

- Direct fundraising campaigns;
- Fundraising events;
- Campaign donations;
- Community fundraising; and
- Peer2Peer fundraising.



## **Accountabilities and Responsibilities**

These include but are not limited to:

- Represent Youth Live4Life by modelling our core values and principles.
- Lead the development and implementation of new and existing fundraising initiatives such as individual giving, workplace giving, digital campaigns, event fundraising and peer2peer fundraising.
- Develop and implement new fundraising initiatives that Youth Live4Life has not yet identified.
- Manage all fundraising documentation, including policy and procedure documents and training documents.
- Manage the CRM donor database including matching donations to donors, updating donor details when required, and creating donor lists to support campaign and appeal activity.
- Receipting and reporting all donations accurately.
- Provide insights and understanding of current trends in donor acquisition and retention and data analytics.
- Lead the community fundraising initiatives and aid in execution of local community fundraising plans.
- Work with relevant event coordinators to develop and support successful new and existing fundraising events.
- Manage fundraising platforms used for events/funds.
- Manage the awareness, knowledge and training of all staff and volunteers on fundraising best practice.
- Manage relationships with external groups and individuals participating in fundraising initiatives.
- Support governance in providing relevant information for reporting to relevant governing bodies.
- Support the Annual Report with relevant fundraising information.
- Manage monthly fundraising and disbursement reporting.

## **Additional Information**

- A competitive salary plus salary packaging benefits
- Comprehensive induction program
- Professional Development opportunities
- Welcoming and supportive environment
- Victorian country travel may be required in this position
- Some out of hours work may be required in this position
- We support flexible working arrangements,
- Our team is currently working remotely; the office is in Woodend, Vic



## **Core Values and Principles**

### **Core values**

1. Inclusive: Live4Life is based on the premise of inclusion rather than exclusion. Partners who wish to participate in and assist with Live4Life are encouraged.
2. Integrity: Live4Life aspires to ensure the conduct of all partners and participants is honest, reliable and authentic.
3. Collaborative: Live4Life encourages, inspires and supports all partners to achieve collective impact.
4. Respectful: Live4Life only operates within a respectful and trustworthy environment, embracing unconditional positive regard for all young people.

### **Core principles.**

1. Community Development and Youth Participation: We value community development principles of inclusion, equity, anti-discrimination, self-determination, partnership and empowerment. Live4Life is based on a multilayered partnership between schools, local community and its services and young people.
2. Strength based: We build capacity by supporting and embracing the strengths of each partner organisation. We embrace challenges and focus on solutions.
3. Evidence based education: We continue to seek, learn and disseminate quality evidence-based education support and resources, relevant to local need.
4. Reflective: We evaluate, we learn and we adapt. We continue to refine and improve the Live4Life model.

## **WORKING RELATIONSHIPS**

### **Internal**

- CEO
- Youth Live4Life staff
- Revenue (Fundraising) Sourcing Committee
- Finance, Audit, and Risk Management Committee
- Communication and Marketing Committee

### **External**

- Live4Life Communities including Live4Life School and Community Partnership Groups
- Live4Life Local Coordinators
- Individual donors
- Community fundraisers



## **QUALIFICATIONS, SKILLS AND ATTRIBUTES**

### **Selection Criteria**

#### **Essential**

- A strong track record of fundraising success.
- Experience of developing and implementing direct donor campaigns and peer2peer fundraising.
- Experience in utilizing Customer Relationship Management System – Salesforce and other platforms such as Payments2Us.
- High level of competency in IT including social media and e-communication platforms.
- Exemplary written and verbal communication skills – a good storyteller
- Exceptional attention to detail and data entry accuracy.
- Demonstrated ability to form positive and productive relationships and networks both internally and externally.
- Flexibility and adaptability including the ability to multi-task and work independently.
- Ability to manage multiple and competing priorities
- The passion to get behind our great cause and make a difference.

#### **Desirable**

- Victorian Driver's License.
- Experience working with a not-for-profit organisation.
- Ability to be self-motivated and self-directed.
- Self-reflection

#### **Contact**

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