

# Ovarian Cancer Australia

## Position Description

### Community Fundraising Coordinator

#### Position Purpose

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This position is responsible for growing Ovarian Cancer Australia's (OCA) community fundraising campaigns by providing support to and developing relationships with community fundraisers and assisting them to host events and fundraise for OCA.

#### The Position

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Location: Queen Victoria Women's Centre, 210 Lonsdale Street, Melbourne  
Position Reports to: Development Manager  
Direct Reports: Nil  
Position Type: Full-time (76 hours per fortnight)  
Position Duration: Ongoing  
Other benefits: Not for Profit salary packaging available [Information Here](#)

#### Our Organisation

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Ovarian Cancer Australia (OCA) is the leading national body for ovarian cancer in Australia. Founded in 2001 by a group of people personally affected by ovarian cancer, our vision *is to save lives and ensure that no woman with ovarian cancer walks alone.*

Our focus is to provide care and support for those affected by ovarian cancer; and represent them by leading change.

**Our values:** We listen: We are inclusive: We are courageous: We act with integrity  
For more information please visit [www.ovariancancer.net.au](http://www.ovariancancer.net.au).

#### Our Culture

We build a strong sense of purpose and community by welcoming and supporting staff committed to achieving our vision.

We value the diversity of our inclusive workplace and make sure we are a place where everyone feels respected and accepted.

We foster an environment where we share ideas, feedback and where every contribution is important.

We are authentic and demonstrate trust, openness and optimism in everything we do.

#### Position Background

Each year in Australia, approximately 1800 people are diagnosed with ovarian cancer, and more than 1,000 die from the disease. Ovarian cancer has an extremely poor prognosis and has the lowest survival rate of any female cancer. In Australia, the overall five-year survival rate for people diagnosed with ovarian cancer is 48%. People impacted may experience poor quality of life and outcomes and Ovarian Cancer Australia has a range of programs supporting them and their loved ones. The main programs include a helpline, the Teal

Support Program, psychosocial services, support groups and information resources. Outside of these programs OCA works closely with government to advocate for better treatment and research.

The Community Fundraising Coordinator, by contributing to community fundraising income generation, has a direct impact on OCA's ability to fund ongoing programs and provide support for those affected by ovarian cancer.

## **Key Responsibilities**

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### **Community Fundraising**

- Implement agreed community fundraising campaigns for OCA, including acquisition, conversion, and activation of community fundraisers to meet income targets.
- Coordinate OCA's peer-to-peer community fundraising campaigns and liaise with internal and external stakeholders.
- Assist the Development Manager to develop plans aimed at acquiring new community fundraisers and achieving income targets.
- Build strong relationships with community and corporate volunteers.
- Support community fundraisers by providing advice, tips, and encouragement to ensure they can raise as much funds as possible.
- Assist team to support large fundraisers and third-party fundraising events.
- Acquire new and develop existing relationships with fundraisers and supporters to increase giving and promote OCA.
- Work with other stakeholders, internal and external, to build effective working relationships and ensure a strong presence at all community fundraising events.
- Helping community fundraisers set up their fundraising campaign pages on OCA website and support with enquiries.
- Primary contact for fundraising and general enquiry telephone calls and queries.

### **OCA Merchandise and Shop**

- Manage Fundraising merchandise on the OCA shop
- Ensure merchandise ordered in advance of campaigns
- In conjunction with the admin officer, oversee the dispatch of funeral ribbons.
- Manage fundraising stock levels to ensure items are not over ordered.
- Oversee fundraising orders and ensure they are received in a timely manner

### **Fundraising and Development**

- Project managing all community fundraising campaigns and supporter care communications.
- Ensure all communications are donor centric for a positive donor experience.
- Identify and evaluate new fundraising opportunities through testing and creative thinking and continuously developing fundraising and marketing knowledge.
- Ensure all fundraisers details are recorded and maintained accurately via OCA's client relationship management database (Salesforce).

### **Reporting, evaluation and accountability**

- Producing post campaign reports and implementing learnings in future initiatives.
- Manage income and expenditure budget for community fundraising campaigns.
- Execute community fundraising program and other fundraising campaigns within agreed budgets and evaluate the ROI effectiveness.

- Monitor progress against annual income targets and participate in the of review fundraising strategies and campaigns as necessary.
- Maintain up-to-date knowledge on the latest research and opportunities that exist for community fundraising relevant to the role.
- Utilise OCA's database systems to achieve efficiencies in campaign rollouts.
- Ensure accurate entry of fundraiser and donation information and update records.

### **Stakeholder Relationships**

- Establish and build strong working relationships with key internal staff members (i.e. admin, communications and support).
- Work with a range of key external stakeholders including our social media agency, celebrity and community ambassadors, volunteers and corporate partners to deliver organisational objectives.
- Work with both the marketing and fundraising teams to use branded merchandise as part of fundraising promotion, incentive, or as acknowledgement of fundraising effort.
- Explore new ways to engage and encourage OCA supporters to fundraise.
- Work collaboratively within and outside the team and takes responsibility for ensuring productive, efficient teamwork.

### **General**

- Contribute to the development of Ovarian Cancer Australia strategy and planning.
- Contribute to the culture of decision-making including cooperation, collaboration, and shared accountability.
- Contribute to evaluation and data collection as relevant to areas of responsibility and provide information for routine and ad hoc reporting purposes.
- Other duties as directed.

### **Experience, Skills and Qualifications**

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- Minimum 1-2 years' experience in Fundraising, preferably community fundraising or events
- Previous experience in a similar role especially in face-to-face, online and over the phone events or community engagement.
- Strong people skills, including the ability to work cooperatively with other team members and build strong relationships with community fundraisers and external suppliers.
- High level of initiative and ability to work independently and as part of a team.
- High level organisational and time management skills including the ability to manage workflows and balance competing priorities to meet deadlines.
- High attention to detail and quality of work
- A working knowledge of customer relationship management systems (CRM) such as Salesforce (desirable) or an equivalent.
- Highly developed written, interpersonal and verbal communications skills and the ability to build productive working relationships with a range of stakeholders.

### **Attributes**

- Commitment to the mission and values of Ovarian Cancer Australia
- Positive and 'can do' approach
- Willingness to be collaborative
- Inclusive and supportive.