**Position Description: Head of Supporter Engagement**

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| Position Title | Head of Supporter Engagement |
| Location: | Chatswood; Sydney (some interstate travel required) |
| Reports to: | CEO |
| Direct Reports: | 3 |
| Work type | Ongoing; 5 days |
| Contact name | John Lamerton, Interim CEO |
| Contact phone/email | (02) 9712 8222; [recruitment@worldshare.org.au](mailto:recruitment@worldshare.org.au) |

**About WorldShare**

For over 75 years, WorldShare has existed to transform lives and restore hope around the world, by connecting Australians with people in need overseas, so that together, we love like Jesus.

We are a Christian aid and development organisation which embraces God’s mission to help and love those in need, particularly the most vulnerable and marginalised. We empower the outcast and forgotten through education, training and improved health outcomes, so they can have hope for the future.

We work through local Christian partnerships in Africa and Asia to bring lasting change to communities; particularly to vulnerable children, disempowered women and those excluded from their communities.

**Role purpose**

To lead and inspire new and existing supporters to connect deeply with WorldShare and its international partners through prayer, giving, and learning. This pivotal role will provide leadership and strategic integration of WorldShare supporter engagement, fundraising, marketing and communication initiatives. Through this role, you will develop and implement the supporter engagement and marketing & fundraising strategies for WorldShare and drive initiatives to build brand awareness and further enhance fundraising opportunities which further the mission of WorldShare. You will also lead the development a new initiative, *WorldShare Connect*, as WorldShare introduces a new business model in support of existing overseas partnerships.

**Key responsibilities**

The Head of Supporter Engagement will be responsible for:

**Supporter Engagement & Fundraising**

* Developing a supporter engagement plan and drive fundraising strategies to grow and diversify fundraising streams (relating to individuals, major gifts, churches, child sponsorship and regular giving, and bequests) to achieve financial and non-financial goals
* Maintaining and developing relationships with key supporters, stakeholders and service providers
* Analysing fundraising data, driving innovation and improving engagement processes and reporting
* Ensuring a supporter-centric approach and maintaining business rules and procedures across the Supporter Engagement team (for example, in respect of the CRM, donation processing, telephone liaison and inbox management)

**Marketing**

* Producing/managing the production and distribution of WorldShare publications and collateral consistent with WorldShare branding
* Managing design and copy for the WorldShare websites
* Increasing WorldShare’s profile across different channels including print, direct marketing, digital, traditional and social media
* Implementing and enforcing WorldShare branding according to guidelines

**Management and other**

* Leading and managing the supporter engagement team, maintaining reporting metrics, maximising efficiencies and ensuring alignment to the broader WorldShare strategy
* Supporting WorldShare Connect’s growth, website and collateral
* Managing budgets and expenditure to achieve sustainable return on investment in line with broader organisational budgets
* Performing other duties as assigned

**Key attributes required**

**We are looking for someone with the following skills and experience:**

* Bachelor degree in marketing/fundraising or other relevant qualifications
* A minimum 5 years' experience in fundraising, sales and/or marketing roles, including in developing and delivering fundraising programs and managing financial budgets against measurable KPIs
* Experience in leading and managing staff with a focus on high performance team-working and development
* Well-developed personal skills, including the ability to understand supporter insights and needs and to respond appropriately
* High level communication skills, and the ability to use different styles for different audiences
* A proactive, results and action-driven professional approach with the ability to generate ideas, think innovatively and problem solve
* Strong organisational skills with the ability to deliver to deadlines and budget
* Demonstrated ability to respond effectively to challenges and to work effectively in a small diverse and busy team environment
* Experience in using Customer Relationship Management (ideally Salesforce) and Content Management Systems
* Alignment with WorldShare's Christian mission and vision, ability to participate in Christian activities at WorldShare including times of prayer, and a commitment to international aid and development in a Christian environment
* Experience in a comparable working environment, including working for a not-for-profit or Christian development and mission organisation (highly regarded) ``

**Why work with us?**

WorldShare has a deep and rich history of supporting local Christian partnerships around the world, and we are ambitious and innovative about our future.

We are passionate about our cause of restoring hope and transforming lives – and by working with WorldShare, you will make a direct contribution to this vision.

We do things differently:

1. We support locally led development as we believe this is the most effective and sustainable way to truly transform lives. We know that local people best understand their communities, both the problems and the solutions, and they are with their communities for the long haul.
2. We deliberately seek out grassroot organisations which typically miss out on funding from larger international NGOs. Our partners might be small, but they make a big impact! Choosing grassroot organisations means that we deliberately choose to engage in deeper, more intensive partnership support.
3. We believe that the gospel is best shown in word AND deed and our overseas partners pursue integral mission.
4. We love partnership and we delight in connecting Australians with partnerships overseas. Together, we can do more. We all have a part to play.

WorldShare employees enjoy a fun, collaborative environment, as well as competitive remuneration with salary packaging benefits, workplace flexibility, regular time for spiritual practices, paid parental leave and professional development.

These are WorldShare values which we aim to live out in all we do:

1. **Love Like Jesus (LOVE)**

*My command is this: Love each other as I have loved you. John 15:12 (NIV)*

We believe we are all created in God’s image. Jesus showed us how and who to love and that the outcast and forgotten are valuable in God’s eyes. He calls us to do the same. In all our work and relationships, we aim to love like Jesus.

1. **Empower Transformation (EMPOWERMENT)**

*Therefore encourage one another and build each other up. 1 Thessalonians 5:11 (NIV)*

Jesus came so that we may have life and have it to the full. In our work with communities, partners and each other we commit to encourage, equip and empower one another to reach our full potential.

1. **Strive for Excellence (EXCELLENCE)**

*Whatever you do, work at it with all your heart, as working for the Lord. Colossians 3:23 (NIV)*

In all that we do, we are professional, continuously improving and innovative in a way that brings glory to God.

1. **Walk in Partnership (PARTNERSHIP)**

*For we are partners working together for God. 1 Corinthians 3:9 (GNT)*

Together we are the body of Christ. We walk with our partners, supporters and each other in long-term, respectful relationships. Through these genuine partnerships we increase our impact and grow the Kingdom of God more than we could alone.

1. **Work with Integrity (INTEGRITY)**

*Our purpose is to do what is right, not only in the sight of the Lord, but also in the sight of others. 2 Corinthians 8:21 (GNT)*

In all that we do, with our partners, supporters and each other, we demonstrate honesty, transparency and integrity as though representing the Lord.

1. **Embrace And Drive Change (INNOVATION)**

*‘Well done, you good and faithful servant!’ said his master. ‘You have been faithful in managing small amounts, so I will put you in charge of large amounts. Come on in and share my happiness!’ Matthew 25:21 (GNT)*

We seek out and implement ways to improve our effectiveness, so that the resources we have can be used for greatest impact.

**Questions about the role?**

Please contact WorldShare’s CEO (interim), John Lamerton, on (02) 9712 8222 or by email at [recruitment@worldshare.org.au](mailto:recruitment@worldshare.org.au)

**Child protection**

WorldShare is committed to the protection of children from all forms of harm. All employees are required to sign a Child Protection Code of Conduct and undergo a Working with Children’s Check and a Federal Police check prior to commencement.