



## Membership and Fundraising Coordinator Position Description

**Contract:** 12 month position, 0.8 (4 days/wk), negotiable hours  
**Wage:** \$48,188.92 per annum pro rata to 0.8 (\$23.17/hr) plus compulsory 9% super

### Conditions:

- Position based at FoE M campaigns office at 312 Smith St Collingwood.
- The position is subject to a probationary period of three months.
- The position will be reviewed during the period of appointment with a view to fine-tuning the role and establishing it as a permanent position. With satisfactory performance, it is highly likely the candidate will be offered this permanent position.

### Position Objective

To develop for Friends of the Earth Melbourne (FoE M) a diverse and committed supporter base, which:

- includes major donors, philanthropic foundations and individual members/supporters
- contributes to our environmental campaigns through both action and financial donation.

To maintain FoE M's relationship with the community, and develop greater understanding and active support for FoE's work.

## ORGANISATION INFORMATION

### Friends of the Earth Melbourne

- Friends of the Earth Melbourne (FoEM) is a community based organisation. It has been active on environmental and social justice campaigns for more than 30 years. It is a non-hierarchical, collective-based organisation which operates on the understanding that environmental issues need to be addressed in their full human rights and political context.
- Is a member of Friends of the Earth Australia (FoEA), which has 12 local groups. FoEA is the national member of FoE International, which is active in of over 70 countries.
- Works primarily on making strong connections between social justice and environmental issues in that the conservation, restoration, and rational use of the environment can only come about through a just and democratic society. As part of this social action, FoEM operates bookshop, vegetarian café and food co-

operative businesses that aim to provide information and open dialogue and resources to the community about social justice and environmental issues.

- FoE M Office runs local, national and global campaigns, currently supporting the following collectives: Anti Uranium and Clean Energy, Real Food, Climate Justice and Barmah-Millewa.

Presently, each FoE collective, campaign, and cooperative, plus the office, fundraises independently. Through recent membership development, our Active Friends (monthly giving) program, grants and bequests, FoEM has been able to improve and develop its campaign and office capabilities. Now we want to maintain and develop further our financial and membership processes, management and structures.

## **POSITION INFORMATION**

### **Support and Supervision**

The Membership and Fundraising Coordinator will be a member of the Office Collective, who will provide direct supervision and support. The incumbent will develop a workplan in collaboration with the Collective.

The incumbent will be expected to attend and report to the following collective meetings: Office Collective, Strategy Collective, Workers Collective

## **MAJOR DUTIES**

### **Manage and overhaul supporter database**

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The incumbent will be responsible for finishing a major overhaul of the FoE M supporter database within the 12 month term, as well as managing the database on a day-to-day basis.

### **Coordinate Major Donor Programme**

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The incumbent will coordinate all donor relationships with FoE M. This will involve collaboration with campaign staff where appropriate. Duties include:

- Identify and contribute to appropriate funding applications to targeted Trusts & Foundations and other funding sources;
  - Identify and engage new donor relationships, and assist campaign staff with existing relationships, ensuring a mutually beneficial relationship is developed and maintained;
  - Initiate, plan and coordinate small events for donors and supporters as appropriate;
  - Ensure FoE M fulfils specific and timely reporting to funding partners as required;
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## **Coordinate Member and Supporter Programmes**

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The incumbent will be responsible for ensuring that members and supporters remain engaged with and committed to the organisation. Duties include:

- Coordinate publication of fortnightly e-bulletin
  - Coordinate publication of quarterly printed newsletter
  - Coordinate annual appeal programme (currently incorporating a Tax-time and Christmas time appeal letter)
  - Handle all enquiries and information requests from members
  - Send information packs to prospective members.
  - Manage the Active Friends regular giving programme
  - Revise the member and supporter programme as necessary.
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## **Public Outreach, Promotion and Membership Development**

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The incumbent will be responsible for revising and implementing FoE M's public outreach, promotion & membership development strategy. The aim of this strategy is to promote FoE to raise awareness of the organisation and attract committed supporters. Duties include:

- Coordinate FoE M presence at relevant community events
  - Generating media and partnerships with the community (including pro bono ads in local newspapers, partnerships with progressive businesses and other allies, etc).
  - Collaborate with the FoEM office collective to coordinate a range of planned events and help build our ability capacity to engage in strategic fund raising opportunities
  - Arrange opportunities for FoE M staff to speak at events in order to raise the profile of the organisation, and negotiate speaking fees where appropriate
  - Coordinate incoming speaker requests as above
  - Coordinate the FoE M website front page
  - Prepare the Annual Report in collaboration with the finances and campaign co-ordinators
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## **Systems documentation**

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The incumbent will maintain and develop existing systems, and document any new processes/observations developed through undertaking the role, with the potential of skillsharing with other interested FoE groups around the country.

## **Volunteer Coordination**

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FoE is a volunteer based organisation. Every staff member has responsibilities for recruitment, induction and management of volunteers to assist in fulfilling the tasks of their position.

## **Office Duties**

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- Assist the Office Collective in general maintenance of office systems as required, such as phone answering, postal collection and so forth

## **KEY SELECTION CRITERIA**

### **ESSENTIAL**

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- Experience in NGO fundraising
- Demonstrated ability to negotiate financially beneficial relationships with a range of individuals and groups, including successful funding applications;
- Clear and concise verbal communication and promotion/ presentation skills;
- Excellent computer skills including use of Microsoft Office, and proven experience in managing contact lists and databases;
- Demonstrated commitment to environmental and social justice
- Demonstrated ability to work in a team
- Demonstrated capacity for lateral thought and self-initiative
- Excellent organisational skills, including the ability to work unsupervised and meet deadlines.
- An understanding of, and willingness to adhere to, a consensus-decision making process and collective structure
- Current Australian Driving Licence

### **DESIRABLE**

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- Experience in working with and co-ordinating volunteers
- Experience in promotions and public relations

### **To apply**

Applicants are requested to briefly address each selection criterion and attach current resume to:

by email: [natalie.lowrey@foe.org.au](mailto:natalie.lowrey@foe.org.au)

Applications close CoB Monday 1 September 2008.