**Individual Giving Specialist**

**Be part of NSW’s leading LGBTQ health organisation, ACON, and help the organisation to grow to increase its impact for our community**

* Full-Time (70 hours / fortnight)
* Based in Gadigal / Sydney

**Ok, so what’s the role?**

ACON is undertaking an exciting fundraising transformation with the development of a new multi-year fundraising strategy, which will bolster our capacity to serve our communities and further strengthen their health and wellbeing. We are seeking an experienced Individual Giving Specialist to guide us into the next phase of our fundraising journey.

The Individual Giving Specialist will play an important role in driving data-led donor acquisition, retention, and engagement within ACON. They will develop and implement strategies to grow our database and increase revenue from individual and community donors. This includes multi-channel appeals, donor retention initiatives, regular giving programs and community fundraising efforts.

They will coordinate a program that will maximise donor engagement and lifetime value, ensuring a sustainable and scalable approach to fundraising.

**Who are we looking for?**

* A person with demonstrated and proven experience in fundraising, individual giving, direct marketing, donor acquisition, retention, and donor cultivation, within the nonprofit sector.
* Someone with advanced knowledge of donor development strategies, giving trends, and donor engagement tactics.
* A person with experience working with external agencies (e.g. direct marketing, digital marketing, telemarketing, face-to-face agencies).
* Someone who possesses excellent communication and interpersonal skills, with the ability to inspire and engage individuals and community donors and understands the psychology of giving and donor motivations.
* A strategic thinker with a collaborative approach and a strong ability to influence stakeholders at all levels.
* A person with an understanding of the non-profit sector and the specific needs of high-impact philanthropy.
* Someone with high-level planning, project management and organising skills; as well as well-developed communication skills, including the ability to communicate with a range of stakeholders.

**What else can we tell you?**

ACON provides a colourful, nurturing, and fun workplace. Our employees and volunteers are the foundation for our ongoing effectiveness and for our capacity to deliver innovative community engagement and health promotion programs and initiatives for our communities. To support the successful candidate in their new role at ACON we offer:

* Flexible working arrangements.
* Generous learning and development opportunities.
* Supportive working environment with a knowledgeable and friendly team.

**What’s the remuneration and working details?**

**Salary**: $112,000 - $114,000 (*gross per-annum, PLUS Superannuation and Leave Loading*).

**Location**: ACON’s Gadigal / Sydney Office, with flexible working options a possibility (*away from the office*).

**Hours:** Full-Time (70 hours per fortnight).

We offer flexible working arrangements and a generous array of benefits and entitlements often above the National Employment Standards (NES) including:

* Salary Packaging up to $35,000 gross up value (i.e., currently up to $15,900 Expenses + $2,650 Meals, tax free).
* Generous pro-rata leave entitlements under ACON’s EBA.
* Employee Assistance Program (EAP) – access to a comprehensive counselling service free to employees.
* Access to discounted unique accommodation experiences to improve employee health and wellbeing.

**How can I find out more details and apply?**

If this sounds like you, we invite you to apply to join our team and help us make a meaningful impact on the lives of those we serve. By joining us, you will be part of a mission to create a healthier and more inclusive community. We highly encourage Aboriginal and Torres Strait Islander people, people from CALD backgrounds, people with disabilities, and people of all genders to apply.

For more information on the role, please contact *Shane O’Brien, People & Culture - Lead,* via email at: [sobrien@acon.org.au](mailto:sobrien@acon.org.au).

If this sounds like the position and organisation you’ve been looking for, find out how to apply at www.acon.org.au/jobs.

All applications must include:

1. Your completed *ACON Employment Application Form* – with all the details filled in where requested;
2. Your *Cover Letter* outlining how you meet the *Selection Criteria* (max. 3 pages); and
3. Your *Resume* (max. 3 pages).

**Applications Close: Sunday 15 June 2025**

We are grounded in the belief that diversity is our strength, our differentiator, and at the core of who we are and what we do. As part of our commitment to inclusion, we encourage applications from people living with HIV, Aboriginal and Torres Strait Islander people and LGBTQ people from culturally, linguistically and ethnically diverse, migrant and refugee backgrounds, and LGBTQ people of colour.

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| APPROVED: Director, MC&F | Individual Giving Specialist | May 2025 |

**Position Title:** Individual Giving Specialist

**Work Level:** Specialist

**Reports To:**  Director, Marketing Communications & Fundraising

**Direct Reports:**  N/A

**Position Overview**

The *Individual Giving Specialist* is responsible for developing and delivering individual giving programs to grow ACON’s supporter base, deepen loyalty and increase overall revenue and profitability in support of ACON’s mission and work.

The *Individual Giving Specialist* is responsible for driving revenue, acquiring new donors, and retaining existing donors. This is achieved by developing new, multi-channel programs, inclusive of annual appeals and regular giving. Experienced in direct marketing, the person in this role implements fundraising campaigns and initiatives to lead the growth of our fundraising program and increase our impact. This role also develops peer-to-peer and community fundraising programs.

The *Individual Giving Specialist* is responsible for briefing and coordinating agency partners, monitoring channel performance and identifying opportunities for tactical changes to optimise ROI.

**Main Responsibilities**

**Regular Giving (Growth and Stewardship)**

* Lead the strategic growth of the regular giving program, ensuring strong acquisition, retention, and upgrade strategies.
* Develop retention initiative such as welcome journeys, upgrades, reactivation programs, and donor stewardship strategies that minimise churn and maximise growth.
* Work closely with internal teams and external suppliers (e.g. face-to-face fundraising, telemarketing agencies) to ensure best-practice execution and acquisition.
* Analyse and report on key regular giving metrics to drive ongoing optimisation and sustainability.
* Create communication plans and donor journeys that ensure donors are engaged and aware of their impact.
* Work closely with other divisions across ACON to incorporate regular giving into key initiatives.

**Donor Experience, Stewardship & Retention**

* Oversee a supporter engagement framework that builds donor loyalty and enhances their connection with ACON.
* Plan, develop and execute multiple donor care initiatives, including personalisation strategies, donor recognition, and custom updates.
* Develop retention strategies to deepen engagement with donors and reduce attrition, including tailored donor journeys, thank-you programs, and impact reporting.
* Work closely with the *Digital Information* team to ensure donor segmentation and journeys are data-driven and insights-led.
* Respond to fundraiser or donor enquiries in a timely manner, providing prompt assistance and support to internal and external clients on matters related to fundraising.

**Direct Marketing**

* Oversee, develop and deliver fundraising direct marketing campaigns (single gift, cash appeals, etc.) with associated financial targets across digital, email marketing and telemarketing.
* Produce donor-centric direct marketing communications across our appeals, individual giving programs, regular giving program and other fundraising campaigns to improve donor acquisition, experience and retention.
* Develop targeting approaches and ask strategies for individual campaigns and the overall annual communication program for appeals, regular giving and online gift-in-wills.
* Ensure all appeals integrate effectively across various channels for a seamless donor experience.
* Test and refine fundraising messaging, formats, and donor journeys to improve campaign performance.
* Work in collaboration with the *Marketing and Communications* teams and external agencies on producing social media content, posts, ads and promotions for ACON’s fundraising campaigns.

**Community Fundraising**

* Assist in the strategic development and execution of a multi-channel community fundraising strategy.
* Grow community-led fundraising initiatives, including third-party partnerships, DIY fundraising and peer-to-peer fundraising.
* Working closely with the *Community Fundraising Coordinator*, ensure existing community fundraising activities, programs and platforms are operating at optimum efficiency and ROI.
* Identify opportunities to scale grassroots fundraising efforts, increasing participation and revenue from community supporters.
* Work closely with the *Marketing, Communications* and *Digital Information* teams to promote fundraising campaigns.
* Maintain/update third-party fundraising platforms such as Grassrootz, MyCause, Benevity, Good2Give, etc.

**Data-Driven Decision Making and Reporting**

* Develop forecasts and budgets, and undertakes regular performance monitoring, reporting and analysis to achieve key performance indicators.
* Use donor data, campaign analytics, and insights to optimise donor journeys and fundraising outcomes.
* Lead reporting on key Individual Giving metrics, providing actionable insights to improve acquisition, retention, and lifetime value.
* Work closely with the *Digital Information* team to improve tracking, reporting, and automation.
* Prepare regular campaign financial and non-financial reports for the *Director, Marketing Communications & Fundraising*, *Senior Leadership Team* and *Board of Directors*.

**Active Collaboration**

* Foster collaboration across teams to ensure a coordinated approach to fundraising, donor acquisition, stewardship and donor centric communication.
* Coordinate external agencies, suppliers, and stakeholders involved in fundraising donor acquisition, retention, and appeals.
* Foster a test-and-learn approach to improve donor engagement and income generation.
* Report and track progress, share insights, and drive performance across ACON’s fundraising programs.
* Actively participate in, and contribute to building an effective and positive team culture and information exchange; and an ongoing process of supervision, unit meetings, team meetings, and general staff meetings.
* Champion the development and sustained implementation of diversity and inclusion initiatives within the workplace, actively promoting a culture that respects, celebrates and cultivates differences among staff and volunteers.
* Perform other duties to assist with the work of the unit as requested by your supervisor (or designate).

**Selection Criteria**

**Essential:**

1. Demonstrated and proven experience in fundraising, individual giving, direct marketing, donor acquisition, retention, and donor cultivation, within the nonprofit sector.
2. Advanced knowledge of donor development strategies, giving trends, and donor engagement tactics.
3. Experience working with external agencies (e.g. direct marketing, digital marketing, telemarketing, face-to-face agencies).

**Capabilities and Knowledge:**

1. Excellent communication and interpersonal skills, with the ability to inspire and engage individuals and community donors.
2. Understanding of psychology of giving and donor motivations.
3. Strategic thinker with a collaborative approach and a strong ability to influence stakeholders at all levels.
4. Experience in writing and presenting compelling cases for support, proposals, and reports.
5. Understanding of the non-profit sector and the specific needs of high-impact philanthropy.
6. High-level planning, project management and organising skills.
7. High level computer literacy – Microsoft packages and knowledge of donor CRM systems and fundraising analytics.
8. Well-developed written and oral communication skills, including the ability to communicate with a range of stakeholders.
9. Demonstrated ability to work independently, undertake several projects simultaneously and meet deadlines.
10. Demonstrated commitment to Diverse & Inclusive Workplace practices, Workplace Health and Safety for staff and volunteers, and the display of ethical principles.
11. Strong understanding of and commitment to ACON’s communities, as well as all LGBTQ people and people living with HIV.

**Desirable:**

1. A degree in a relevant field such as Marketing, Nonprofit Management, Communications or Fundraising.
2. Current NSW Class C Driver’s Licence.
3. Recommended vaccinations against illness that may adversely impact ACON’s communities.

**How do I apply?**

You must email us the following three documents in MS-Word or PDF format to [vacancy@acon.org.au](mailto:vacancy@acon.org.au):

* + 1. **Your completed ACON application form – with all the details filled in**

You can download this at <https://www.acon.org.au/about-acon/jobs/>

* + 1. **Your Cover Letter outlining how you meet the Selection Criteria**

Tell us how you meet each of the Selection Criteria in the Position Description in detail.

Tell us how your skills and experience relate to the requirements of the role and how you’d use them to excel in this job.

To do this, please address each criterion separately. You should use statements with examples that clearly demonstrate your competency in a particular area.

Applicants who do not demonstrate that they meet the requirements of the position will not be invited to attend an interview.

* + 1. **Your Resume**

Tell us about your current and previous employment and your education. Be sure to include:

1. Your **Name**, **Contact Details** and preferred **Pronouns**.
2. Your **Education** including any degrees you have received, the institution and its location and the date of your graduation. You might also want to include your major/minor fields, any honours, and publications.
3. Your **Work Experience** including jobs, internships, and volunteer work.

**How does recruitment work at ACON?**

There are five main steps in the process:

**1) Application**

ACON receives your application, cover letter and resume. You will receive an email acknowledging receipt of your documents.

**2) Shortlisting**

A selection panel of 2-4 qualified persons will review all the applications and offer interviews to those applicants whose applications best address the requirements of the position.

**3) Interview**

If you are shortlisted for interview, you will be contacted by the Recruiting Manager and invited to an interview. Your interview may take the form of a question-and-answer session, a presentation of your previous work, a test of your computer skills, or any other form that is relevant to the position. The Recruiting Manager will let you know the format of the interview and any documents, presentations, or examples of previous work that you might need to bring with you.

**4) Offer**

Appointments to positions with ACON are based on merit. This means that the applicant who is judged to be the most qualified and capable of carrying out the duties of the position will be offered the role. The decision to make you an offer is based on your written application, your performance at interview, and successful Referee Checks, Criminal Record Checks, Proof of Vaccination and Working with Children Checks (if applicable).

**5) Acceptance and Commencement**

Once a salary and start date have been agreed, you will receive a commencement pack from the People and Culture Team including your contract and other documents (E.g., the ACON Code of Conduct, Tax File Declaration, Bank Deposit details, Superannuation Choice forms, etc.). Once these are returned to the People and Culture team, you are ready to start work on your agreed date.

**How long does it take to hear back on my application?**

If you have applied via email, you will be sent a return email within 1-3 business days acknowledging receipt of your application, and informing you of the date by which all successful applicants will be notified they have progressed to the next stage of the recruitment process. If you have not been contacted by this date, then unfortunately your application has not been successful.

If you are successful in gaining an interview, the Recruiting Manager will contact you to arrange a suitable date and time for interview. If you are not selected for an interview, you will not receive any further notifications regarding your application for this role. We appreciate the time you took to respond to our advertisement, and for your interest in ACON, and encourage you to apply for future roles that are advertised that fit your skills, experience, and qualifications.