



## Application Package: Fundraising Specialist

### Applying for the Position

Thank you for your interest in becoming Muscular Dystrophy Queensland's new Fundraising Specialist Officer. We encourage you to read more about our organisation, our community and the requirements of the role as detailed in the following pages. You might also like to find out more about the organisation from:

- Our website: [www.mdqld.org.au](http://www.mdqld.org.au)
- Our facebook page: [www.facebook.com/mdqld.org.au](http://www.facebook.com/mdqld.org.au)

If you would like to apply for the position, you are encouraged to submit your application as soon as possible, as interviews will be scheduled as soon as there are a number of suitable applicants.

#### Your application should include:

- A brief email or cover letter.
- An attached copy of your resume which should include at least two professional referees. (We will ask for your permission before contacting them.)
- An attached document which addresses the Key Selection Criteria (listed on the following page). Please use each criterion as a heading. Your response to each criterion should be no more than half a page. Give examples of your past experience and any directly related skills you may have. You must address all the essential criteria. You may choose to address the desirable criteria.

Unfortunately, applications that do not include these three components will not be considered.

Your application must be submitted to [careers@mdqld.org.au](mailto:careers@mdqld.org.au)

If you require further information or have a specific question about the role, confidential enquiries can be made to Penny Deavin, General Manager – Business and Development. Email: [pennyd@mdqld.org.au](mailto:pennyd@mdqld.org.au) or call 3243 9700.

## Key Selection Criteria

### Essential Selection Criteria:

The following criteria must be met for the applicant to be considered for this position.

1. Demonstrated experience leading a direct mail program and/or writing direct mail letters for a non-profit organisation.
2. Demonstrated experience in this area at least one of the following fundraising tactics; donor stewardship, bequests, grant writing and funding acquittal, fundraising events and/or corporate partnerships.
3. Proficient user of the Microsoft Office Suite of programs, particularly Word and Excel.
4. Proficient database management (experience with DonMan (ASI Donor Management) preferred)
5. Finance and business acumen with the ability to identify and report on key performance indicators
6. Experience coordinating competing priorities and simultaneous appeals/programs/campaigns.
7. The ability to evaluate and adjust work for continual improvement.

### Desirable Selection Criteria:

The following criteria are not essential but may assist you in this role. If you are able to address the following points, please include a response in your application.

1. Formal training in Fundraising, such as CFRE accreditation, or tertiary qualifications in Business Administration, Marketing or Communications.
2. Experience coordinating multi-channel fundraising campaigns.
3. Experience creating or maintaining digital content for websites, email marketing and/or social media.

# Information about Muscular Dystrophy Queensland

## The Organisation

Muscular Dystrophy Queensland (MDQ) is a registered charity that provides assistance to individuals in Queensland who live with muscular dystrophy and similar conditions, as well as their family and carers. We estimate there is just over 4,000 people living in Queensland with these conditions. Each year another 40 families receive the heartbreaking diagnosis that would make them eligible for our services. With the generous support of our community, we provide a range of specialised services that meet our clients' needs and assist them to make the most of their opportunities.

## The Conditions

Muscular dystrophy is an umbrella term that covers more than 100 different genetic, neuromuscular conditions, all similar in the way they progressively reduce muscle strength and function. There are many other types of neuromuscular disorders, affecting people of all ages. While most forms of muscular dystrophy occur in babies or children, some others appear in late adolescence or adulthood. There is no cure for muscular dystrophy and without treatment many of these conditions would be fatal. Fortunately, treatments have improved remarkably in recent years. With access to information, support services and multi-disciplinary medical care, people are able to make the most of their opportunities and their lives are being significantly extended.

## Mission and Vision

**Vision:** Life without limits for people with muscular dystrophy and similar conditions

**Mission:** Muscular Dystrophy Queensland empowers people living with muscular dystrophy and similar conditions to make the most of opportunities and live the lives they choose.

## Services

### Free charitable services:

We offer a range of services at no cost to our clients. These services are funded entirely by donations from generous individuals, corporations, and private trusts and foundations, and from MDQ's fundraising and events programs. From time to time we also receive project funding in non-recurrent government grants. Our charitable services currently include:

- **NDIS Ready Program:** Preparing people to understand the new disability support funding scheme and to be ready to apply for funding.
- **Helpline:** Providing general information about living with muscular dystrophy and similar conditions to those who have not yet registered for services.
- **Information and support services:** Providing in-depth, one-to-one assistance for people who do not have adequate access to this through alternative support services.
- **Equipment Loans:** Including short term placement of CoughAssist respiratory equipment under the *Breathe Well Program* and long-term loans of electrical adjustable beds under the *Rest Well Program*. These programs also cover essential equipment maintenance which ensures our clients' safety while using this equipment.
- **Advocacy:** When systems and bureaucracy fails our community, we use our position and resources to raise our voice, speak up and seek an improved outcome.
- **Extended Care:** When an unplanned event occurs and a person in our community cannot find a solution alone, MDQ is able to provide an understanding, knowledgeable member of our team to help address immediate problem and guide our clients towards a long-term resolution.
- **Support for research:** None of the conditions in the group known as muscular dystrophies have a cure. We support research that aims to improve quality of life, extend life expectancy and ultimately, find a cure for any one of these conditions.

**Chargeable services:**

Our chargeable services have been developed for the new disability support funding model, the National Disability Insurance Scheme (NDIS), which rolls out across Queensland between 2016 and 2019. We offer these services for our clients with muscular dystrophy and similar conditions, and also others where we believe we can be of assistance. As the NDIS is such a new scheme, this area of our business is rapidly changing. We regularly review and update these services to respond to the needs of our clients and the funding made available to them.

Because we have charitable support, in some, restricted cases we are able to offer these chargeable services under a pro-bono arrangement. In these instances, there must be a significant need and no alternative funding solution for our clients.

Our chargeable services include; plan management provision, support coordination, planning, budgeting and decision making, social work and counselling, occupational therapy and physiotherapy.

## About the Position: Finance and Human Resources Officer

### Position Summary

The Fundraising Specialist will maintain revenue levels through the organisation's existing fundraising channels in the immediate year's budget (to December 2019). However, in the medium to longer term, the incumbent will work with the GM Fundraising and Development to create the fundraising strategy and to align the fundraising program more closely with their skills and strengths, to facilitate growth in revenue.

The Fundraising Specialist is responsible for implementing a diverse and mature fundraising program; raising revenue across direct mail, major gift program, fundraising events and grant funding applications. Working closely with fundraising team members and supported by the GM Business & Development, the Fundraising Specialist develops organisation's appeal cycle; developing direct mail letters, EDMs and donor newsletters. The incumbent stewards relationships with MDQ's significant donors, bequestors and corporate partners. Working closely with the client services team, the incumbent also develops case statements to have specific projects funded through grants.

### Position Context

The Fundraising Specialist reports to the General Manager – Business and Development, and is a key member of the Fundraising Team. The incumbent works closely with the Community Engagement Team Leader to ensure the organisation's fundraising message is consistent for all stakeholders and that the organisation's donors are stewarded through their donor journey. The Fundraising Specialist also works with the client services team to access client stories and will, from time to time, engage directly with clients to capture and share their stories.

The Fundraising Specialist will work in accordance with the Mission and Vision of Muscular Dystrophy Queensland and its policies and procedures.

### Hours of Work

This role is a full-time position offering 76 hours per fortnight on a twelve-month temporary contact. The contract is extendable if the position positively contributes to the organisations operational requirements. You will regularly work a 7.6 hour day Monday to Friday, with your start and finish times between 8am and 6pm. From time to time to meet the organisation's requirements, you may be required to work additional hours or work outside this scope of hours.

### Remuneration

This position meets the classification schedule for a Social and Community Services Employee at Level 5 of the *Social, Community, Home Care and Disability Services Industry Award 2010*. Currently, this offers an hourly rate between \$38.70 and \$40.45, dependent upon experience. Superannuation is paid in line with the superannuation guarantee.

The successful applicant would also have opportunity to take advantage of generous salary packaging arrangements available to Muscular Dystrophy Queensland as a Public Benevolent Institution, which may add value to this employment package.

### Other Benefits

Muscular Dystrophy Queensland offers a flexible working environment and is a small organisation known for its positive culture. Additional employee and professional benefits include:

- Employee assistance program to support the emotional well-being of our staff.
- Contribution to reasonable professional development, to support growth and continuous improvement.
- Senior First Aid and CPR qualifications for key staff members (although not compulsory).

## Conditions of Employment

- The employee must hold, or be willing to apply for, a Blue Card (Working with Children (Risk Management and Screening) and Yellow Card exemption (Application for criminal history screening — prescribed notice). MDQ will meet the costs of these applications.
- Upon employment with MDQ, the employee will obtain and supply a Nationally Coordinated Criminal History Check from an approved provider. MDQ may at its sole discretion, request an updated Nationally Coordinated Criminal History Check at any stage during employment with the organisation.
- The employee must have the legal right to work in Australia with no restrictions. If requested by MDQ at any stage during employment, the employee must provide evidence of their continuing right to work in Australia.

## Main Duties and Responsibilities

The Finance & Human Resources Officer:

### 1. *Leads the direct mail appeal cycle*

- a. Liaises with GM – Business and Development and client services staff to identify relevant client stories.
- b. Develops direct mail appeal calendar and communications content including;
  - interviewing clients, family members and other relevant stakeholders to capture stories and photography that illustrates the appeal message
  - writes appeal letters and other fundraising communications, including regular newsletters
  - working with external provider, or using inhouse resources, produces appeal collateral for print and electronic appeal campaigns
  - refers relevant donors to the Community Engagement Team Leader for stewardship through the contact centre and liaising with list providers to grow supporter numbers

### 2. *Stewards donor and bequestor relationships*

- a. Works with the GM – Business and Development to develop and implement an effective major giving and bequestor solicitation strategy as well as a recognition program
- b. Identifies prospective supporters and cultivates major gift donors and bequestors

### 3. *Manages key relationships in the fundraising event program*

- a. Liaises with the Community Engagement Team Leader to implement the annual events calendar
- b. Manages relationships with sponsors, corporate partners and top-level fundraisers
- c. Contributes to the development of event communications and marketing collateral across all media channels.

### 4. *Leads philanthropic grants program*

- a. Liaises with the MDQ management and Clients Services Team to identify areas of need (client needs and organisational need) which may be suitable for grant funding, and develops program case statements to have those needs addressed
- b. Monitors and continually improves philanthropic grant application calendar, proposes suitable applications and submits those applications in a timely manner
- c. Manages the grant acquittal process with support of the Finance and HR Officer, CEO and Client Services Team.
- d. Manages the relationship with philanthropic grant makers.

### 5. *Communications and Reporting*

- a. Develops communications plans for each fundraising tactic and meets set deadlines.
- b. Submits timely, accurate evaluation reports to GM – Business & Development
- c. Contributes to the development of the annual budget

### 6. *Works as a positive member of MDQ's Fundraising Team and MDQ staff cohort*

- a. Supports the GM – Business and Development to implement programs and achieve goals outlined in the MDQ Strategic Plan and relevant operational plans

- b. Develops an understanding of and commitment to client centred practice and business processes for organisations monitored under the Human Services Quality Framework (or equivalent quality system).
- c. Performs all tasks in accordance with relevant legislation and maintains knowledge with regard to relevant state based and national industry legislation and undertakes continuing education activities, relevant to role.

### **Other Responsibilities**

1. Keep desk area clean and tidy and maintain general office cleanliness.
2. Performs other relevant duties as assigned by the CEO, GM – Business and Development or other managers.
3. Ensures personal credentials and qualifications required per the key selection criteria and conditions of employment are maintained and current.
4. Maintains a practical understanding of Muscular Dystrophy Queensland's vision, mission and operational activities in order to effectively communicate MDQ's role within the community.
5. Positively participates in the achievement of the goals of MDQ's Strategic Plan and related business plans.
6. Understands and appropriately implements MDQ's Code of Conduct, processes and procedures.
7. Participates in quality improvement with a goal of continual improvement
8. Undertakes work practices in a safe manner and complies with work health and safety instructions, within relevant policies and procedures
9. Works according to *commercial-in-confidence* principles as the market economy evolves and maintains confidentiality, including but not limited to information relating to clients and employees of MDQ and does not disclose information to other people or entities during or after employment
10. Conducts activities in line with relevant legislation and best practice guidelines, including but not limited to Collections Act 1966, Charitable and Non-Profit Gaming Act 2010, and Information Privacy Act 2009 (Qld).