



## NATIONAL TRUST OF AUSTRALIA (NSW) POSITION DESCRIPTION

<b>Role:</b>	Fundraising Officer
<b>Department:</b>	Marketing, Communications and Development
<b>Primary Location:</b>	National Trust Centre (NTC) Observatory Hill, Millers Point, Sydney
<b>Reporting Manager:</b>	Head of Development
<b>Direct Reports:</b>	Nil
<b>Hours of work:</b>	35 per week

---

### Organisation Overview

The National Trust of Australia (New South Wales) is Australia's leading heritage conservation organisation, a not-for-profit, community-based charity in operation for more than 75 years. Our vision is to bring the heritage of New South Wales to life now and for future generations through advocating for the conservation and protection of our built, cultural and natural heritage.

---

### Primary Purpose

The Fundraising Officer supports the delivery of the National Trust of Australia (NSW)'s fundraising strategy by coordinating fundraising activities, maintaining accurate donor and program data and reports and executing fundraising campaigns, events and programs.

---

### Core role duties:

The position holder has responsibility for:

- Working with the Head of Development, implement and deliver effective donor campaigns, within budget and timelines, achieving set financial targets.
- Oversee the administration of key fundraising programs Regular Giving, Patrons, Appeals and Bequests and other projects in line with the corporate and fundraising strategy
- Engage with identified donors via email, phone and at donor events to provide general donor support in their giving journey, coordinate RSVPs and answer queries.
- Deliver a calendar of donor cultivation events to grow donor engagement and giving.
- Work with external contractors and the Marketing and Communication's team to produce marketing and promotional collateral to support Development campaigns.
- Collaborate with colleagues across IT and Finance to ensure donations are allocated, receipted and acknowledged appropriately and within business rules.
- Donor administration including maintaining accurate donor records and tracking and reporting on donor engagement activities and giving within the Customer Relationship Management (CRM) database.
- Report against set KPIs for fundraising programs and analyse performance against targets

- Coordinate reporting on fundraising activities, together with other teams, to provide accurate insights on program performance for continual improvement and optimisation
- Undertaking all other tasks and duties as required by the Head of Development, of relevance to the role.

---

### **Key challenges**

Supporting the National Trust as a highly respected and recognised advocacy, conservation, and educational body by:

- Maintaining high levels of personal enthusiasm, commitment to and involvement in the work of the Trust, including engagement in occasional weekend and evening activities
- Working collaborately with the Head of Development, internal and external stakeholders to deliver work that is accurate and meets agreed timelines and KPIs.
- Optimising programs for continual improvement.

---

### **Qualifications/Skills/Experience**

- A tertiary qualification in Business, Arts, Marketing or Communications/PR or other relevant degree.
- Highly developed interpersonal and communication skills, including the ability to build and maintain relationships, both internally and externally
- Demonstrated experience in using and understanding a Customer Relationship Management system (iMIS or equivalent system) within a membership, customer and/or fundraising environment
- Working knowledge of applications including Microsoft Word, Excel, Powerpoint
- Strong project management skills, including planning, scheduling and reporting to deadlines
- Demonstrated event coordination skills
- Excellent written and verbal communication skills, including the ability to prepare campaign collateral, reports and presentations
- High levels of accuracy, with strong attention to detail
- A history of being results-driven, self-motivated and passionate about working in not-for profit space
- An interest in or commitment to heritage/conservation

---

### **Key Result Areas**

#### **Resilience and Courage**

- Be flexible, show initiative and respond quickly when situations change
- Remain calm under pressure and in challenging situation

#### **Act with Integrity**

- Represent the organisation in an honest, ethical and professional way and encourage others to do so

#### **Value Diversity and Inclusion**

- Show respect for diverse backgrounds, experiences and perspectives

### **Communicate Effectively**

- Communicate concisely and clearly with all stakeholders and maintain the goodwill of donors, volunteers and the broader community
- Present with credibility and engage varied audiences
- Write fluently and persuasively in a range of styles and formats
- Collaborate with internal stakeholders and value their unique contribution

### **Influence and Negotiate**

- Ability to manage volunteer staff who assist with administrative tasks

### **Deliver Results**

- Deliver against Fundraising KPI's

### **Plan and Prioritise**

- Continually research and develop plans to expand the National Trust Membership acquisition channels

### **Think and Solve Problems**

- Make recommendations to enhance the Fundraising programs

### **Demonstrate Accountability**

- Adhere to any relevant legislation and policies

### **Finance**

- Manage donor processing and receipting
- Manage quoting, payments and scheduling with campaign suppliers
- Report and monitor the progress of income outcomes against targets

### **Technology**

- Working knowledge of the main software applications including Microsoft Word, Excel, Powerpoint and the Customer Relationship Management database; iMIS or equivalent

### **Project Management**

- Assist Head of Development with forecasting and budgeting for future events and projects and use analytical skills to interpret and report on results
- Interpret reports to identify opportunities to increase revenue

*It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. Following consultation, the aspects mentioned above may be altered in accordance with the changing requirements of the role.*

**Approval: March 2026**