



Position Description

NAME:

JOB TITLE:

Family Relationship Coordinator (0.6 FTE)

DEPARTMENT:

Fundraising

REPORTS TO:

Head of Marketing

LAST DATE REVIEWED:

7 February 2019

JOB SUMMARY

The Family Relationship Coordinator is responsible for developing and managing the relationship between the Children's Cancer Institute and the families and individuals who support the us by sharing their stories.

You will be an organised, empathetic and passionate individual who uses their project management and organisational skills to develop genuine relationships with families and individuals of all ages. The families and individuals who support the work that we do and share their stories to encourage others to support our work, are our most valuable resource. As such the Family Relationship Coordinator is the cornerstone of our marketing and fundraising team.

By developing new, and deepening existing, relationships, ensuring that needs are met efficiently and working with internal stakeholders to tell their story to our wider audiences, the person in this role contributes to our overall fundraising and marketing goals.

Activities include project planning, media liaison, developing content and stories, managing an annual calendar of family involvement, ongoing communication with families and individuals, family and individual liaison at events and other marketing activities and developing tools to facilitate best practice relationship management.

The role reports to the Head of Marketing and will work collaboratively with all fundraising team members contributing to the overall fundraising strategy as well as supporting the Institute's culture and upholding our values.

PRIMARY TASKS / RESPONSIBILITIES

- Responsible for the ongoing management of the relationship with families and individual supporters
- Welcoming families into the Institute fund raising program and developing an understanding of their needs and their stories
- Ongoing management of individual and family relationships on behalf of the Institute and ensuring families are engaged and have a positive experience
- Identify families and individuals that are suitable for marketing and PR opportunities and assist the families and individuals throughout this process
- Provide stories of families and individuals for tools of engagement including SM, website, newsletters, video and media stories
- Maintaining a calendar to track and plan family and individual involvement



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- Maintain a comprehensive data base using Salesforce for all contacts, ensuring details are up to date and all contact is recorded
- Ensure activity is tracked, measure family satisfaction and engagement and identify any process or quality improvements as required based on evaluation reports
- Support the team by sharing mutually beneficial information, participating and volunteering at other Institute fundraising events, actively participating in the team meetings where possible
- Coach and manage any marketing interns or volunteers to develop their capabilities and encourage their success
- Actively contribute to Institute-wide projects as agreed
- Actively contributing to the annual Marketing strategic plan

KEY DELIVERABLES:

- Contribution to a cohesive and motivating team environment across fundraising, marketing and research teams

KEY SKILLS

- Excellent project management skills with excellent attention to detail and the ability to manage multiple projects with competing priorities simultaneously
- Ability to manage multiple projects and competing priorities to deliver results and meet deadlines
- Highly developed interpersonal and customer service skills including ability to relate with our supporters and families and make them feel valued and appreciated
- Strong communication skills across multiple management levels internally and externally to promote a common understanding, build and nurture relationships and create an environment of shared goals
- Donor focused, passionate about dealing with people and empathetic to our cause and beneficiaries
- Ability to work independently and in conjunction with the Head of Marketing & Digital, fundraising Team and Marketing Team
- Able to behave in an ethical and professional manner at all times within the culture of Children's Cancer

EXPECTED OUTPUTS

- Weekly and monthly reporting
- Strong relationships with key stakeholders

MINIMUM REQUIREMENTS

- Experience in CRM tools such as Salesforce is desirable
- Ability to develop strong relationships whilst maintaining appropriate professional boundaries
- Demonstrated experience in working with families and individuals under stress
- Recognising the diversity of family needs and then the ability to ensure that they are met
- Can demonstrate resilience
- Demonstrated ability to communicate in an empathetic and sensitive communication style
- Ability to deal with difficult situations
- Highly organised with ability to fulfil tasks in a timely manner and meet deadlines across multiple projects simultaneously



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Qualifications

- Tertiary qualifications in appropriate field – health services, social work, welfare or relevant level of experience

Experience and requirements

- Minimum 5+ years' experience working in a relationship management model dealing with families
- Experience in the health, welfare, social work, not for profit environment
- Proven experience in the charitable sector is desirable but not essential
- Hold a valid Working with Children Check or be willing and eligible to apply for one

Children's Cancer Institute policies applicable

- Code of Conduct/Ethics
- Whistle-blowing
- Use of Electronic Resources
- Occupational Health & Safety
- Appropriate Workplace Behaviour
- Privacy

SERVICE STANDARDS

- Respond to phone calls and emails within 48 hours

COMPLIANCE AND CODE OF ETHICS AND CONDUCT

Staff members are responsible for ensuring that they are familiar with and comply with their conditions of employment as stated in their individual contract, all Children's Cancer Institute Policies and Procedures and relevant ethical and regulatory guidelines. Staff must be aware that breaches by individuals will not be tolerated or condoned and may be subject to the Disciplinary Action Policy.

Your knowledge and awareness of Children's Cancer Institute Policies and Procedures (including the Code of Ethics and Conduct), will be monitored from time to time to ensure that our compliance program is effective.

Part of compliance adherence involves the use of standardised forms, checklists, and other aids (as appropriate) to ensure that important compliance issues are not overlooked. All forms must be used in accordance with instructions and the procedures as outlined in the relevant policies and procedures to ensure that compliance to the laws and regulations occurs.

WHS

- Must adhere to all WHS policies and procedures
- Take reasonable care for their own health and safety and the health and safety of other people who may be affected by their conduct in the workplace
- Actively participating in health and safety meeting, training and induction programs
- Complying with all safe work procedures and instructions
- Use equipment in compliance with relevant procedures, without wilful interference or misuse



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- Ensure that any hazardous conditions, near misses and injuries are reported immediately to the supervisor
- Must not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare

REPORTING STRUCTURE

Position reports direct to: Head of Marketing & Digital

Departmental Structure: See Organisational Chart

Note: *Reporting structure may change subject to management decisions and business requirements.*