

POSITION DESCRIPTION

JOB TITLE:	FUNDRAISING COMMUNICATIONS WRITER
REPORTING TO:	Single Giving Manager
HOURS: fulltime, part time, based on 38 hour week	Full Time
LOCATION:	Sydney

PURPOSE OF THE POSITION

The Fundraising Communications Writer is a newly created role that will work closely with the Individual Giving and Corporate Partnership teams to develop and deliver compelling, accurate and lay-friendly content.

The purpose of the role is to strengthen the retention of key supporters and upgrade the value of these supporters through the delivery of highly personalised content and communications to achieve growth in fundraising income.

This will be achieved by leveraging the portfolio of breast cancer research NBCF funds to align with supporter interests and use personal stories of those impacted by breast cancer to translate the value and potential impact of the research and need for continued funding and support.

KEY RESPONSIBILITIES AND DUTIES

The Fundraising Communications Writer is responsible for:

- Writing bespoke major donor proposals to solicit income, strengthen ongoing relationships and to facilitate the acquisition of new major donors.
- Preparing tailored reports, proposals, case studies or promotions for specific corporate partners, to strengthen ongoing relationships and to facilitate the acquisition of new partners.
- Developing tailored reports, case studies or updates for bequest supporters to strengthen ongoing relationship and commitment of the bequest pipeline.
- Preparing reports, case studies or updates for appeal donors to communicate and translate research achievements to build greater trust, engagement and long term retention.

- Developing fit for purpose content for fundraising for a range of channels and audiences to strengthen ongoing engagement with NBCF amongst existing supporters, bequests, major givers, regular givers and corporate partners as well as to facilitate the acquisition of new donors and corporate partners.
- Writing, proofing and editing fundraising materials such as appeal content and newsletters.
- Work closely with the Research team to understand the research portfolio to effectively translate and communicate research challenges and achievements

QUALIFICATIONS & SKILLS

EXPERIENCE & KNOWLEDGE

The Fundraising Communications Writer will demonstrate the following:

- Outstanding written communication skills across several platforms, with a proven ability to translate science/research content for lay audiences.
- Knowledge of fundraising principles and strategy is also highly desirable
- Ability to write copy/tell a story that engages a lay audience around the important purpose of fundraising.
- Ability to identify and develop compelling stories and write targeted, strategic communication for multiple channels.
- Excellent interpersonal skills with the ability to liaise with people at all levels of an organisation.
- Exceptional time management and organisational skills and the ability to manage several projects simultaneously often with competing priorities.
- Very strong attention to detail and the ability to deliver quality work to tight deadlines.
- Demonstrated ability to work autonomously and as part of a team, with a flexible, positive and collaborative approach.
- Postgraduate qualifications in communications or related areas highly desirable.

ABOUT THE NATIONAL BREAST CANCER FOUNDATION

The National Breast Cancer Foundation is Australia's leading national body funding game-changing breast cancer research with money raised entirely by the Australian public. Since we started in 1994, we've invested over \$170 million in over 534 breast cancer research projects across the country. We've seen remarkable results, but the job's not done.

Our mission is simple: stop deaths from breast cancer. How? By identifying, funding and championing world-class research – research that will help us detect tumours earlier, improve treatment outcomes and ultimately – save lives.

With the community in our corner, we're working towards one determined goal: zero deaths from breast cancer by 2030.

Our core values that shape NBCF's approach, aspirations and expectations;

- Ethical: We act with integrity and transparency
- Innovative: We celebrate big thinking
- Respectful: We show compassion and sincerity
- Collaborative: We work together

WORK HEALTH AND SAFETY

Employees are responsible for promoting a positive and proactive risk culture by:

- Taking care for the health and safety of people who might be affected by their acts or omissions;
- Reporting all incidents, injuries and hazards and controlling where practicable any hazards identified;
- Following NBCF's health and safety policies, procedures and safe systems of work and complying with any reasonable instruction;
- Maintaining a clean and orderly work area which is free from trip hazards; and
- Participating in WHS consultation and training activities.

Please note, NBCF values volunteering. All NBCF employees are expected to participate in one key event each year. This will take the form of volunteering at TriPink, Mother's Day Classic, City to Surf etc.

APPLICATIONS

Enquiries and applications should be sent to careers@nbcf.org.au. Applications should consist of a cover letter addressing the selection criteria, and a current CV with a minimum of 2 referees. Referees will not be contacted without prior notice. Please note that only shortlisted applicants will be contacted.