

POSITION DESCRIPTION



Donor Experience & Communications Coordinator

POSITION DETAILS

Position Title	Donor Experience & Communications Coordinator
Classification	HEW 7
Position Number	7013902
School/Office	Advancement
Division	Western Sydney and External Engagement

POSITION PURPOSE

The Donor Experience & Communications Coordinator plays a pivotal role in the development and coordination of donor engagement, cultivation, and stewardship programs within the Office of Advancement on behalf of the University.

This includes, but is not limited to, implementing and managing the Donor Stewardship Matrix and the Donor Communication and Engagement Strategy, covering regular donor communications and events, overseeing and managing key related tasks and actions, donor engagement coordination, project management, marketing and promotion plans and collateral, maintenance of the Office of Advancement social media platforms and web presence, interaction with the Raiser's Edge CRM for project related reporting purposes, and the development of reports for the Executive Director, Advancement.

The Donor Experience & Communications Coordinator will work closely with, and on behalf of, the Executive Director, Advancement to implement and deliver fundraising engagement and communications actions in a timely, considerate, and efficient manner.

KEY ACCOUNTABILITIES

1. Donor Engagement and Stewardship

- Implement and manage the Donor Stewardship Matrix to ensure strategic and personalised donor engagement.
- Develop and execute the Donor Communication and Engagement Strategy, including regular donor updates, personalised communications, and impact reporting.

- Coordinate and deliver donor engagement activities and events to strengthen relationships with key stakeholders.

2. Project Management and Coordination

- Oversee and manage tasks and actions related to donor engagement and cultivation, ensuring timely delivery.
- Collaborate with the Executive Director, Advancement, to implement and execute donor-focused projects and initiatives.
- Ensure alignment of all donor relations activities with the university's philanthropic goals and mission.

3. Marketing and Communications

- Create and execute marketing and promotion plans to support donor engagement and fundraising initiatives.
- Develop and produce high-quality collateral materials for donor communications and events.
- Maintain the Office of Advancement's social media platforms and web presence to enhance visibility and engagement with donors and stakeholders.

4. CRM and Reporting

- Utilise the Raiser's Edge CRM system for project-related donor engagement tracking and reporting.
- Prepare regular reports and updates for the Executive Director, Advancement, on donor engagement activities, outcomes, and key metrics.
- Ensure accurate and up-to-date records of donor interactions and communications within the CRM.

5. Team Collaboration and Leadership Support

- Work collaboratively with colleagues in the Office of Advancement to align donor engagement activities across the team.
- Support the Executive Director, Advancement, in delivering effective donor stewardship and communications initiatives.
- Act as a key point of contact for donor relations inquiries and provide timely, professional responses to stakeholders.

6. Events Management

- Plan, organise, and deliver donor-related events, ensuring they align with the overall strategy and donor engagement goals.
- Coordinate logistics, invitations, and follow-up communications for donor-focused events.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. Degree in Business Administration, Communications, Non-Profit Management, or a related field or an equivalent combination of relevant experience and training.
2. Demonstrated success in coordinating or managing fundraising projects, campaigns, or initiatives, preferably in a non-profit or educational setting.
3. Demonstrated experience cultivating and maintaining relationships with donors, alumni, faculty, and staff through effective communication and understanding their motivations.

4. Ability to organise and manage multiple projects simultaneously, utilising project management tools and software effectively.
5. Experience working collaboratively with diverse teams such as marketing, finance, and external partners.
6. Strong analytical skills to assess fundraising trends and effectiveness, identifying problems and implementing solutions promptly.
7. Passion for the university's mission, proactive and self-starting attitude, creativity in fundraising approaches, and adaptability to a dynamic environment.

KEY RELATIONSHIPS

This position reports to the Executive Director, Advancement.

This position supervises the following roles:

1. Donor Experience & Communications Assistant

Success in the role will be dependent on developing and maintaining positive relationships with:

1. Executive Director, Advancement
2. Advancement Office colleagues
3. Marketing, Communications, and Media Team
4. School Deans and academic leaders

CHALLENGES

1. Balancing Personalisation at Scale

Delivering highly personalised, meaningful engagement for donors while managing a large and diverse portfolio is a constant tension. The role requires translating individual donor motivations into tailored communications and experiences, without compromising efficiency or consistency across broader campaigns and stewardship activities.

2. Coordinating Across Decentralised Stakeholders

The role sits at the intersection of Advancement, Marketing, academic leaders, and external partners. Aligning messaging, priorities, and timelines across these groups—each with different objectives and levels of responsiveness—can create friction and delays, particularly when delivering time-sensitive donor communications or events.

3. Maintaining Data Integrity and Insight in CRM Systems

Effective donor engagement relies on accurate, real-time data in systems like Raiser's Edge. Ensuring consistent data entry, extracting meaningful insights, and translating those insights into actionable engagement strategies is complex, particularly when multiple team members contribute to donor records and reporting.

4. Demonstrating Impact in a Compelling Way

Donors increasingly expect clear, tangible evidence of the impact of their giving. The challenge lies in sourcing outcomes from across the university, translating them into compelling narratives, and delivering these in a timely and engaging format—often with limited access to real-time program data or academic input.

UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's

policies and procedures relevant to the position, including but not limited to:

- [Code of Conduct](#)
- [Work Health and Safety and Wellbeing Management System](#)
- [Western Sydney University Professional Staff Agreement](#)
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

Approved by:

Date: