

# Gift in Wills Program Specialist

## Position Description

Reporting to:	Gifts in Wills Program Manager	Work location:	Carlton, VIC
Department:	Supporter Engagement	Budget holder:	No
Team:	Fundraising	Direct reports:	Nil

### Here you'll make a difference

At Save the Children Australia, we attract bright and big-hearted people who are inspired to make a difference. Together, we are fearless in our pursuit of making lasting change for the children and communities who need it most.

The Gift in Wills Program Specialist plays a key role in the delivery of our Gifts in Will strategy and campaigns across multiple channels and is integral to developing and maintaining relationships with supporters in the Gift in Wills pipeline. This role relies upon solid experience in direct marketing, campaign management and stewardship activities across mail, email, phone and digital channels. Exceptional stakeholder management, interpersonal skills (verbal, written, phone, and in person), budget tracking and reporting will also be essential to the role.

The role also includes donor care and relationship management both directly and through the coordination of internal and external supporter engagement as well as with suppliers.

### Here your skills will be valued

#### Role requirements

##### Campaign Delivery & Channel Management

- Plan, coordinate, and execute strategic Gifts in Wills acquisition, stewardship, and conversion campaigns across both digital and offline channels, ensuring timely delivery and alignment with overall program goals.
- Manage key external supplier and consultant relationships, ensuring project timelines, deliverables, and budgets are met across GIW marketing and engagement activities.
- Support the Gift in Wills Program Manager in testing and implementing new acquisition channels, helping to identify opportunities for innovation, and program growth.
- Assist with the development and rollout of telemarketing campaigns, including scripting, agency management, data preparation, and ongoing performance monitoring for acquisition and conversion outcomes.
- Draft and coordinate briefs for the internal Marketing team or external consultants to support the delivery of compelling Gift in Wills campaign content and collateral.
- Collaborate with the Digital team to develop and update online content, such as blogs, supporter stories, and paid or organic social media posts, to inspire new audiences and drive inbound inquiries.

**Supporter Engagement & Stewardship**

- Develop relationships with a portfolio of existing and prospective high-value GIW supporters and manage their engagement, conversion, and stewardship.
- Support the development and implementation of stewardship strategy for the considering pipeline, identifying opportunities for targeted touchpoints, content, and engagement activities to move supporters through the Gift in Wills pipeline.
- Collaborate closely with the Gift in Wills Content Specialist to design and deliver tailored touchpoints, including direct mail, email, telemarketing, and digital communications, to deepen supporter engagement and demonstrate long-term impact.
- Work with the Supporter Engagement and Fundraising teams to ensure Gift in Wills messaging and engagement strategies are integrated into broader donor journeys and aligned with other campaign activity.

**Data, Analysis & Prospecting**

- Maintain the integrity and accuracy of the Gifts in Wills pipeline, including lead imports and cleaning, examining of web and campaign-generated leads, and updates to the moves management framework.
- Identify and segment new GIW prospects using donor data, behavioural indicators, and profiling insights to build targeted outreach lists and prioritise high-potential leads.
- Produce regular reporting and campaign analysis to evaluate performance, improve segmentation strategies, and implement testing and other optimisation methods that support increased lead generation and conversion rates.

**Health, safety, security and risk management**

- Be a role model for safety and security and comply with all workplace safety policy, procedure, work instructions and training
- Act safely at all times
- Report all incidents, injuries and potential hazards in a timely manner
- Participate in, and contribute to, health and safety awareness and improvements
- Be aware of, document and manage the risks associated with your team's programs and workplaces and ensure appropriate elimination or mitigation measures are applied

**Child protection and safeguarding requirements**

- Maintain a child safe environment at the workplace and safeguard children's rights, acting in the best interests of children at all times
- Comply with the [Child Safeguarding Policy](#) & [Code of Conduct](#)
- Demonstrate the highest standards of behaviour towards children in both your private and professional life
- Never abuse the position of trust that comes with being a part of the Save the Children family
- Maintain a safe and positive relationship at all times when working with children and young people
- Respond to any concerns for the safety or wellbeing of a child in a program in accordance with internal reporting processes

All roles at Save the Children contribute to our impact for children.



At Save the Children, every role, whether in our programs or support services, plays a vital part in our impact for children. We are committed to creating a positive impact on the lives of children and their communities, and we value the contributions of every team member in achieving this vision.

### **Here you'll belong**

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It takes all types of people to do the challenging work we do. Here are some of the specific skills and experiences you'll bring in this role:

#### **Essential knowledge or experience**

- Demonstrated experience and success in direct marketing campaigns including print, digital, surveys and telemarketing
- High level of communication and interpersonal skills including the ability to create and foster collaborative and productive relationships with internal and external stakeholders
- Demonstrated experience in analysing data, monitoring and evaluation, and implementing learnings
- Sound knowledge of large databases and adhering to the policies and procedures of surrounding data management
- Exceptional communication, collaboration, and negotiation skills
- Excellent project management, time management, and problem-solving skills
- Strong program reporting and analytical abilities, ideally in the area of Direct Marketing and Gifts in Wills fundraising
- A warm and professional phone manner, with experience in conducting meaningful conversations that build rapport, deepen relationships, and progress supporters through engagement or conversion pathways.
- Demonstrated experience in donor stewardship and relationship management, including developing tailored supporter journeys and engaging supporters through phone conversations, email, events, and written communications.

#### **Required qualifications and/or accreditations**

- Bachelor's degree or relevant equivalent experience.

#### **Additional Information**

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- Any offer of employment at Save the Children Australia will be subject to a satisfactory National Police Record Check and a Working with Children Check
- Employees must sign on to Save the Children Australia's Child Safeguarding Policy and Code of Conduct
- Ongoing performance and employment will be measured against KPIs, values and demonstrated behaviours outlined above
- Save the Children Australia is an Equal Opportunity Employer

**Driver's Licence:** Not required **Travel:** Not Required

**Working with Children Check:** Required **Assets:** Laptop