

POSITION DESCRIPTION

Fundraising Manager

OVERVIEW

Department: Fundraising and Marketing

REPORTS TO: CEO

SUPERVISE: VOLUNTEERS

SALARY: \$55,000-\$65,000 PLUS SUPER AND SALARY SACRIFICE 12 MONTHS

**DATE OF LAST
REVIEW:**

ORGANISATION CONTEXT:

Vision

South Port UnitingCare is an organisation that:

1. Support and includes the disadvantaged in our community
2. Committed to bringing about changes in people's lives through forward thinking, innovative activities.
3. Is known in the community as the organisation which disadvantaged people of all ages can be confident to approach, knowing that their problem or issue will be addressed or that they will be directed to the relevant agency
4. Strives to operate at best practice levels
5. Is supported by our local congregations who are active partners in our work
6. Is an employer of choice

Mission

- South Port UnitingCare enables disadvantaged people within the South Melbourne and Port Melbourne region to live to their full potential by providing opportunities for development and active participation in a supportive and inclusive community.

SCOPE OF THE DEPARTMENT:

The fundraising and marketing department has carriage for the development, planning and implementation of fundraising programs and activities that raise untied and tied income for the organisation to achieve its strategic plan. The fundraising and marketing department is responsible for the development and maintenance of the organisation's branding and positioning. At present the inaugural Fundraising Manager will be expected to develop and deliver on a range of initiatives including but not limited to:

- Direct mail and donor acquisition
- Community Fundraising
- Bequests and In memoriam giving
- Corporate donations and workplace giving
- Major gifts and major donors
- Trust and foundation applications
- Local media management in conjunction with the CEO
- Organisational promotions and communications

OBJECTIVE OF THE POSITION:

The objectives of this position are:

- To ensure the department meets its operational goals and targets and in so doing brings the organisation closer to achieving the strategic plan
- To ensure fundraising activities are conducted in a way that enhances the organisation's position as a "destination" for philanthropy
- To ensure that the organisation's marketing is conducted in a coordinated way
- To provide advice to the CEO on ways to improve the organisation's development, planning and delivery of fundraising and marketing in order to maximise relationships both across the organisation and the community

KEY RESPONSIBILITIES

Fundraising Development, Planning and Delivery

- Ensure fundraising is conducted in accordance with the organisations strategic plan
- Ensure fundraising is developed in a co-ordinated way with other programs
- Achieve the outcome measures as set in conjunction with the CEO
- Ensure the activities and conduct of the organisation is presented in a way so as to improve the standing of the organisation in the community
- Develop ongoing mechanisms for the identification and conducting of fundraising activities
- Wherever possible obtain untied income and where required obtain tied income
- Ensure fundraising is conducted in accordance with policy and legislative requirements

Resource Management

- Prepare annual budgets (including capital budgets) for fundraising and marketing activities
- Prepare marketing resources that promote the value of programs and services and the organisation as a whole
- Lead continuous improvement of processes, planning and practice within the department
- Contribute to the continuous improvement of processes, planning and practice across the organisation
- Ensure that Occupational Health and Safety policy, procedures and legislative requirements are enacted within the department
- Monitor the use of the organisation's brands and work with other departments to ensure proper use
- Monitor and action the ongoing maintenance of equipment and facilities assigned to the department

Relationship Management

- Liaise and network with appropriate donors, peak bodies, relevant government departments and other agencies providing similar services
- Participate in regional, state-wide and federal forums as agreed
- Foster and develop positive relationships with:
 - Donors and community supporters
 - staff and volunteers
 - Other internal programs and departments
 - Other organisations as appropriate

QUALIFICATIONS AND SELECTION CRITERIA

QUALIFICATIONS AND LICENSES:

- Appropriate tertiary qualifications relevant to the management and delivery of Fundraising and marketing activities
- A current working with children permit
- A current police check
- A current full driver's license

MANDATORY SELECTION CRITERIA:

- Extensive knowledge and experience in fundraising programs and marketing activities with a focus on local communities
- Experience in delivering set outcomes
- Experience in providing quality supervision, mentoring and debriefing to volunteers
- Experience in the non-technical development of donor databases (contact details, relationships ect)
- High level problem solving skills including the ability to obtain and interpret information and make specific recommendations
- Ability to communicate effectively with others and respond professionally to staff and stakeholders
- Demonstrated ability and commitment to enhance processes and procedures to create operational improvements
- Demonstrated success in sourcing, applying for and obtaining untied income
- Demonstrated commitment to the empowerment of people living with or faced with the prospect of social isolation and/or disadvantage or similar

DESIRABLE SELECTION CRITERIA

- Previous experience in leading and developing teams during change
- Demonstrated knowledge of market segmentation and targeting strategies
- Experience in the development and distribution of value propositions

EMPLOYMENT CONDITIONS

- As a management position an individual contract will be negotiated with the incumbent
- South Port UnitingCare employees are covered by a collective agreement. Where the individual's contract does not specifically make reference the terms of the collective agreement shall apply