



Job Description: Fundraising Manager

Summary Details

Position Primary Objective	<p>The primary objective of the Fundraising Manager is to:</p> <ul style="list-style-type: none"> • Develop and implement fundraising strategies to grow and sustain St Kilda Mums, Geelong Mums and Eureka Mums' (the 'Organisation') revenue and supporter base, contributing to the achievement of the Organisation's mission. Specifically, the role will oversee the program areas of: <ul style="list-style-type: none"> ○ Fundraising appeals ○ Regular giving ○ Community fundraising ○ Donor stewardship (including acquisition, retention and donor journeys) • Support the Philanthropy Manager and Partnerships Manager in their management of Gifts in Wills, major giving, grants, events and corporate partnerships. • Develop and deliver communications to a broad audience that help secure support, and deliver compelling fundraising messages.
Division/Dept.	St Kilda Mums
Location (fixed or flexible)	Fixed: Vale St Warehouse, St Kilda (moving to Clayton site in May 2019)
Position Summary/Scope	<p>The Fundraising Manager is responsible for fundraising and communications strategies that grow and support the strategic directions of the Organisation, enabling the Organisation to deliver its service to help at-risk families and providing the income needed to cover costs and build capacity as the demand for our service grows. Fundraising and communication programs will be split between the three unit managers - Fundraising Manager, Philanthropy Manager and Partnerships Manager - with overall responsibility sitting in the (acting) Head of Fundraising and Communications role.</p>



ACCOUNTABILITY	OBJECTIVES	PERFORMANCE MEASURES
Fundraising	<ul style="list-style-type: none"> ● Create an annual fundraising strategy ● Grow annual income for the Organisation ● Plan and implement a comprehensive fundraising program that achieves growth in income and the supporter base from activities including: <ul style="list-style-type: none"> ● Fundraising appeals ● Regular giving ● Community fundraising ● Donor stewardship (including acquisition, retention and donor journeys) ● Utilise data segmentation to proactively identify opportunities to help grow and diversify our income streams. ● Create communications and marketing materials necessary to support each fundraising program. 	<p>Effectively plan activity for fundraising programs.</p> <p>Meet financial targets for fundraising programs.</p> <p>Grow income from fundraising programs by 30% year-on-year.</p> <p>Double regular giving base year on year (the program is currently in its infancy).</p>
Philanthropy and Partnerships	Support the Philanthropy Manager and Partnerships Manager in their management of Gifts in Wills, major giving, grants, events and corporate partnerships.	<p>Be able to provide leave cover and answer queries in the absence of the two unit managers.</p> <p>Collaboration between all three unit managers to deliver a successful fundraising and communications program from the team.</p>
Donor Management	<ul style="list-style-type: none"> ● Oversee the donor database, its development and functionality. 	Protect and maintain the data integrity of the Organisation's database (Salesforce).



	<ul style="list-style-type: none"> ● Acquire and steward donors across all levels of giving including individuals and philanthropic bodies. 	<p>Work closely with the Fundraising Coordinator, IT Manager and Data Coordinator to use data to steward our supporters, deliver fundraising activity, and provide reporting and analysis.</p> <p>Implement a retention strategy that increases the percentage of donors who make a second gift, and give to more than one appeal per year.</p> <p>Implement donor journeys to continuously grow level of giving from our supporters.</p>
<p>Staff Management</p>	<ul style="list-style-type: none"> ● Manage, develop and support staff, in particular the Fundraising Coordinator (direct report) ● Provide leadership and direction, lead by example and communicate clear objectives ● Hold regular team meetings to communicate with staff ● Follow Organisational policies and procedures ● Manage the appropriate intervention of performance/under performance 	<p>Fundraising Coordinator feels supported in their role and professional development.</p> <p>Fundraising Coordinator has a clear understanding of their role and how they will contribute to achieving fundraising objectives and the Organisation's Mission.</p> <p>Manage the Fundraising Coordinator's performance reviews / planning / performance management.</p>
<p>Guiding Principles, Vision & Mission</p>	<ul style="list-style-type: none"> ● Alignment with and adherence to the Guiding Principles, Vision and Mission of the Organisation ● Maintain and enhance the Organisation's reputation and image by developing and implementing strategies 	



	that reflect the Organisations Guiding Principles, Vision and Mission.	
OH&S	<ul style="list-style-type: none"> ● Maintain optimal occupational health and safety standards in accordance with Organisational guidelines. ● Attend OH&S committee meetings as or if required. ● Suggest OH&S updates to policy and practises to HR and the OH&S Sub-committee as identified. 	
Administration	<ul style="list-style-type: none"> ● Maintain a high level of service and responsiveness, as well as the continual review and enhancement of fundraising programs, and internal systems and processes. ● Manage income and expense budgets involved in fundraising programs. 	<p>Play an integral role in developing the annual budget.</p> <p>Deliver monthly reporting to the Board on financial outcomes and fundraising activity.</p>
Other	<ul style="list-style-type: none"> ● Provide remote and in-person support as required to regional branches: Geelong Mums and Eureka Mums (Ballarat). ● Perform other duties and responsibilities as assigned 	Makes time to visit the regional branches and to regularly liaise with them regarding their fundraising activity.

Reporting Relationships

Primary:	Head of Fundraising and Communications
Secondary:	CEO
Subordinates:	Fundraising Coordinator
Key Working Relationships:	Internal



	<p>Philanthropy Manager, Partnerships Manager, Marketing and Fundraising Assistant, IT Manager, Data Coordinator, Finance Manager, St Kilda Mums operations team, St Kilda Mums social service team, Geelong Mums Team, Eureka Mums Team, Metropolitan and Regional Volunteers</p> <p>External Donors, supporters, corporate partners, key external stakeholders and suppliers, and relevant professional bodies.</p>
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<p>Key Competencies:</p>	<p>Essential</p> <ul style="list-style-type: none"> ● Proven success in a fundraising role including responsibility for the development of fundraising strategies and programs. ● Demonstrated understanding of fundraising programs across multiple fundraising streams. ● Demonstrated understanding of and successful experience in a management / senior coordinator level role in philanthropy and / or fundraising. ● Tech savvy and an expert in utilising data segmentation to proactively identify opportunities to help grow and diversify our income streams. ● Demonstrated ability in development, planning, implementation, and management of fundraising programs. ● Proven capacity in establishing and stewarding long term supporter relationships. ● Demonstrated experience in managing income and expenditure budgets. ● Highly developed relationship management skills with internal and external stakeholders including volunteers, funders, board members etc. ● Strong CRM experience (ideally using Salesforce). ● Confident use of MS Office apps (Outlook, Word, Excel, Powerpoint). ● Proven ability to manage a successful annual calendar of campaigns. ● Strong copywriting skills across a range of digital platforms.
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	<p>Desirable</p> <ul style="list-style-type: none"> • Membership of the Fundraising Institute Australia • Proficiency in Salesforce, and software programs such as Gmail, Facebook, Instagram and LinkedIn. Additional technology to be given priority – Canvas, Salesforce, Cirrus Insight, Campaign Monitor. • Management of direct reports. • Relevant qualifications in fundraising, marketing or a business-related field, and/or evidence of completion of relevant professional development courses
Key Performance Indicators:	<ul style="list-style-type: none"> • Achievement of identified performance measures as agreed.
Personal Attributes:	<ul style="list-style-type: none"> • Strong results focus, highly analytical and data driven, with ability to work autonomously but collaboratively. • Exceptional communication and leadership skills, with the ability to build and nurture relationships. • Able to identify and drive growth opportunities, and continuously evaluate and improve our fundraising performance. • Proven ability to manage initiatives, projects and business activity within set timeframes. • Ability to work as part of a team and manage staff (one direct report, potential for the team to expand) • Strong organisational skills, attention to detail and ability to manage competing priorities. • Has a flexible approach, and is motivated by working for a fast-growing, fast-paced, highly tech savvy organisation.

Position Specific Needs: (Tick what is required)	<input type="checkbox"/> Regular work outside of ordinary (warehouse) hours	<input type="checkbox"/> Regular Saturday or Sunday shift	<input checked="" type="checkbox"/> Valid driver's licence	<input type="checkbox"/> Regular travel within local metro area & state



Required Company Property	<input type="checkbox"/> Company Smart Phone	<input type="checkbox"/> Company Normal Phone	<input checked="" type="checkbox"/> Company Laptop
	<input type="checkbox"/> Company iPad	<input type="checkbox"/> Company credit card	<input type="checkbox"/>
	<input type="checkbox"/> Other:		

Agreement

This position description has been discussed and agreed to by both parties.

Incumbent Name	Incumbent Signature	Date:
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Manager's Name	Manager's Signature	Date:
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