



POSITION DESCRIPTION

Position Title:	DONOR RELATIONSHIP MANAGER
Location:	Brisbane Sydney Melbourne
Employment Status:	Full time (1 FTE)
Reporting Relationships:	General Manager Development
Direct Reports:	Nil
Date:	August 2019

PURPOSE OF POSITION DESCRIPTION

The purpose of this position description is to document all of the work which is currently encompassed within this role. The key areas of responsibility and performance indicators are tied to both the performance review and career development conversations. This position description should be reviewed annually, as changes to the organisation may result in the need to update the position description.

SECTION 1

THE LUNG FOUNDATION MISSION

Lung Foundation Australia's (LFA) vision is to ensure that lung health is a priority for all in Australia and to promote lung health in Australia by:

- raising funds for research and support;
- reducing the emotional and financial burden of lung disease in the community through patient and carer support;
- educating the community in lung health and early detection of lung disease; and
- influencing public policy, through advocacy across all levels of government.

THE LUNG FOUNDATION VALUES

The Lung Foundation operates under the principles and respect for the law and system of government, respect for people, integrity, diligence, and efficiency.

THE LUNG FOUNDATION ENVIRONMENT

The Lung Foundation has three offices with 20 professional / administrative staff based in Brisbane, 4 professional staff based in Sydney (the fundraising and development team), 2 in Melbourne (the research team) supported by a team of dedicated volunteers.



In the LFA's 2017-2020 Strategic Plan, we aim to grow our support for research awards and other research initiatives from a current \$5 million to \$10 million per annum. The Manager will partner with Executives and other LFA staff to help drive this growth.

SECTION 2

POSITION SUMMARY

This role reports to the General Manager Development and leads the following:

- the development and implementation of donor engagement portfolio of activities including donor acquisition, retention and uplift; two annual appeals and our regular giving program;
- the delivery and management of a portfolio of community fundraisers, inspiring them to achieve their goals and generate income for LFA fundraising activities and campaigns including third party, peer to peer and some corporate fundraisers and community groups;
- managing our bequest portfolio in partnership with the General Manager Development and CEO.

SKILLS, QUALIFICATIONS AND KEY ATTRIBUTES REQUIRED (KEY SELECTION CRITERIA)

- A minimum of five years' experience leading a mid to large charity donor engagement strategy (with evidence of donor acquisition and retention)
- A proven track record and success in designing and growing peer to peer, third party fundraising and events experience
- A proven track record and success in implementing regular giving campaign with sustained growth over time for a mid to large charity
- A demonstrated track record of meeting and exceeding income targets
- An understanding of bequest and estate management and development
- Superior communication, presentation and influencing skills
- Highly developed copy writing skills as they pertain to appeals and donor engagement
- Confident and mature attitude capable of networking and building relationship across all levels of the community
- Proactive, tenacious, self-starter and highly self-motivated
- The ability to act autonomously as well as work as part of a team
- Desirable knowledge and/or experience in donor data base software (i.e. Salesforce CRM).

KEY AREAS OF RESPONSIBILITY AND PERFORMANCE INDICATORS



The major areas of work, organised as key areas of responsibility and performance indicators, are outlined in this section.

Role Area	Performance Indicators	Performance Outcomes Sought
Leading, Planning and Reporting	<ul style="list-style-type: none"> • Lead and implement strategies to grow donations income • Work across the LFA teams to seek opportunities to deepen supporters' engagement. • Assist in developing and executing marketing and communications plans relating to appeals, bequests and community fundraising campaigns • Evaluate, monitor and report on the ongoing performance of donor strategies 	<ul style="list-style-type: none"> • Co-design with consumers and other team member sustainable donor campaigns that lead to growth in revenue • Diversity of donor revenue (appeals, regular giving, major gifts, peer to peer and bequests) continues to be refined and developed • Campaigns are consistent with brand and business objectives
Donor Engagement	<ul style="list-style-type: none"> • Co-design planned appeals (EOFY and Christmas) to align these with the Foundation's Mission and Purpose. • Develop strategies to acquire, retain and improve average gift amounts • Co-design with the Marketing and Communications team donor marketing campaigns to acquire new donors • Manage the Foundation's regular giving program specifically, transition once off and community fundraising gifts to regular giving through a sustained program • Liaise with the CEO and his her Executive for major gifts and estates 	<ul style="list-style-type: none"> • Donor acquisition targets are achieved • Donor retention targets are achieved • Average gift increases over time • Annual appeal budgets are achieved or exceeded • Regular giving targets are achieved year on year • A major gift pipeline is established and monitored
Community Fundraising (Third Party & Peer to Peer Fundraisers)	<ul style="list-style-type: none"> • Provide high quality support, advice and up-to-date information to donors and prospects, members of public, key sponsors, corporations, and other external stakeholders wishing to undertake fundraising activities. • Develop corporate and community group (Clubs) relationships to secure speaking 	<ul style="list-style-type: none"> • Peer to peer fundraising targets are achieved • Run for Lungs peer to peer fundraising program of events achieved targets with demonstrated year on year growth • Shine a Light on Lung Cancer (November)

Role Area	Performance Indicators	Performance Outcomes Sought
	<p>engagements for raising awareness and fundraising.</p> <ul style="list-style-type: none"> • Represent the organisation at fundraising events including the LFA Gala Ball • Handle inbound and outbound donor and supporter communications 	<p>Campaign targets are achieved</p> <ul style="list-style-type: none"> • Feedback from third party fundraisers (satisfaction and motivation) remains very high
Marketing	<ul style="list-style-type: none"> • Work closely with the Marketing and Communications team, particularly in relation to communications with LFA donors and supporters. • Writing draft promotional copy for emails, newsletters, social media and websites to support community fundraising. • Contribute to the fundraising and marketing collateral, including website, social media, print material and merchandise that promote donor and third-party fundraising 	<ul style="list-style-type: none"> • Appeals, campaigns and community events are on brand, impactful and aligned with the Foundation's strategy • Donor communications are consistent with and aligned to marketing and communications plans • Evidence of a planned approach with timelines met and or achieved early
Operational Management	<ul style="list-style-type: none"> • Work with volunteers and staff to deliver a range of community activities maximising engagement of fundraisers and income to the LFA • Ensure the timely and effective marketing of all community fundraising activities to maximise participation a variety of channels • To develop appropriate processes, procedures and guidelines to ensure that community fundraisers receive a consistently high level of support • To ensure that the highest standards of customer care are provided including suitable recognition to supporters • To work with colleagues to ensure that fundraising is acknowledged as an integral part of service delivery • To ensure compliance with all relevant legislation and 	<ul style="list-style-type: none"> • Participation in staff engagement surveys demonstrating our organisation's values

Role Area	Performance Indicators	Performance Outcomes Sought
	Fundraising Standards and requirements	
Budget	<ul style="list-style-type: none"> Assist the General Manager Development in developing the annual budget for donor and regular giving campaigns, bequests and peer to peer fundraising Manage budget allocations Reach set income targets from community fundraising and campaigns as measured against the annual budget 	<ul style="list-style-type: none"> Specific budgets are achieved or exceeded Reporting is proactive and timely
Workplace Health & Safety	<ul style="list-style-type: none"> Ensure compliance with legislative and Lung Foundation Australia WHS policy. Staff are aware of, and adhere to WHS, Child Protection and Privacy. Ensure a safe working environment for self and others. 	<ul style="list-style-type: none"> All Workplace health and safety programs are followed to ensure a safe working environment for self and others.

Other Duties

- Recording and ensuring data integrity of supporter contact details, communications and other relevant information on CRM (SalesForce).
- Working in conjunction with the wider LFA team and undertaking additional projects as agreed with the General Manager Development and/or CEO.
- Note some afterhours and weekend work is required due to the nature of the role.
- Some interstate travel will be required.

SECTION 3 REPORTING RELATIONSHIPS

Reports to General Manager Development

KEY RELATIONSHIPS

- Chief Executive Officer



- General Manager Development
- Senior Manager Marketing and Communications (and team)
- Corporate Partnership Manager
- Trusts | Foundations Manager
- Events Coordinator

SECTION 4

PERFORMANCE APPRAISALS

Performance review and career development discussions will take place six monthly with those who are direct reports to this position.

SECTION 5

ACCEPTANCE OF POSITION DESCRIPTION

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties may be assigned that are not listed in the position description.

My signature below indicates that I have reviewed, accepted, and received a copy of this position description.

(Employee name)

Date

(Manager)

Date

Version control
Approved by CEO
Review date

July 2019
December 2020