



Fundraising Manager POSITION PROFILE

PART A: POSITION DESCRIPTION

Position Title:	Fundraising Manager	Location:	National Office
Group:	Aspect Fundraising	Reports to:	Head of Fundraising
Industrial Award Coverage:	Non-award	Classification Level:	N/A

Organisation Purpose

A different brilliant[®] - Understanding, engaging and celebrating the strengths, interests and aspirations of people on the autism spectrum.

Vision	Mission	Values
The best opportunities for people on the autism spectrum	We work with people of all ages on the autism spectrum, delivering evidence-informed solutions that are person-centred, family-focused & customer-driven	We are passionate about people, about being positive and about what's possible

Team Purpose

To implement Autism Spectrum Australia (Aspect)'s fundraising strategies by fostering trust and confidence with a growing community of supporters and stakeholders. Champion consistent use of the fundraising value proposition: *Creating a world where no-one on the autism spectrum is left behind.*

Position Purpose

Responsible for the strategic development, budget, operational delivery and growth of the Direct Marketing and Digital and Community Fundraising Units. To inspire new and existing individual giving and community fundraising supporters to make financial gifts through the execution of high quality

multi-channelled campaigns. To drive forward an integrated strategy in collaboration with the whole fundraising team to raise increasing levels of net income which power autism specific programs.

Outcomes

Key Result Area:	Requirements & Expectations	Success Indicators
Leadership and Strategy	<ul style="list-style-type: none"> • Provide leadership to achieve: <ul style="list-style-type: none"> ○ an integrated fundraising strategy for Individual Giving (IG) and Community Fundraising (CF) in close collaboration with the broader Fundraising management team ○ powerful, creative data-led strategic fundraising campaigns in partnership with agencies ○ the development and execution of an 18 month activity calendar, outlining campaigns, targets, audiences and objectives, working across multi-channels • Champion Company and Fundraising team values – proactive contribution to management and communication sharing with the Fundraising team • Lead the ongoing development and implementation of Fundraising digital and social channels • Drive the strategic direction of direct marketing programs including the supporter care program, regular giving program, warm appeals and acquisition and INIT for AUTISM community fundraising programs • Promote an environment to actively seek continuous improvement across all areas including messaging, processes, supporter experience and reporting 	<ul style="list-style-type: none"> • Business plan objectives achieved • Direct Marketing & Digital KPIs achieved • Community Fundraising KPIs achieved • Demonstrated evidence of Company and Fundraising team values in action • Demonstrated strategic direction growth within digital channel • Strategic brief developed for each campaign including demonstrated success of campaigns and key learnings • Growth in the number of active individual supporters across all programs • Continuous improvement initiatives and strategies in place
Operational and Financial Management	<ul style="list-style-type: none"> • Develop and manage direct marketing and community fundraising budgets, P&L and business plans • Lead the implementation of a rolling 2 year investment and income budget with a clear KPI framework across both acquisition and cash programs • Deliver Fundraising targets set for IG and CF • Project manage specific direct marketing, digital and community fundraising programs as required 	<ul style="list-style-type: none"> • Effective project management demonstrated • Evidence of improved approval procedures and frameworks • Cross-sell opportunities identified and implemented

	<ul style="list-style-type: none"> • Refine creative development approval procedures and frameworks in collaboration with the Head of Fundraising and Aspect's Communications team • Identify and implement cross-sell opportunities in collaboration with the Database Specialist and Philanthropy Manager to build the Gift in Will program and Major Gift pipelines • Apply best practice legislation requirements across all areas of responsibility • Ensure that all policy framework documentation is current and accurate, and procedures/work instructions are documented, approved and implemented for all areas of operations as per the Policy Framework procedure • Support Head of Fundraising with production of Board reports • Champion consistent use of the fundraising value proposition and lead the architecture of IG and CF messaging • Collaborate with Aspect's Communications team to develop a process to incorporate autistic feedback into collateral 	<ul style="list-style-type: none"> • Best practice and legislative requirements achieved • Policy documentation is current and accurate • Process to incorporate autistic feedback into collateral developed/implemented • Annual net income targets achieved and expenditure control demonstrated • Monthly snapshot reports provided in a timely manner
Database and Insights	<ul style="list-style-type: none"> • Map supporter journeys, pathways and profiles and progress what best practice supporter experience looks like at Aspect for IG and CF • Optimise campaign performance, drive supporter response and engagement and maximise returns on expenditure by using data insights and segmentation. Produce reports to reflect outcomes • Identify short, medium and long-term data analysis and insight needs from the IG and CF program, in collaboration with the Database Specialist • Work with Database Specialist to develop framework for ensuring supporter information is recorded and current 	<ul style="list-style-type: none"> • Creation and maintenance of an up-to-date visual map of current supporter journeys and recommendations for enhancement • Demonstrated evidence of strong supporter relationships • An effective process loop implemented for innovation and testing learnings
Acquisition and Conversion	<ul style="list-style-type: none"> • Take lead responsibility for project managing Aspect's data-led multi-channelled acquisition program to attract and retain individual supporters across all platforms • Establish benchmarks to continually improve systems and processes and upskill wider team on Aspect's current digital strategy • Ensure long term growth opportunities by the implementation of robust testing processes 	<ul style="list-style-type: none"> • Successful execution of programs within the approved budgets • Clear strategic brief/business case submitted for each year and results recorded • Acquisition program reviewed

	<ul style="list-style-type: none"> Optimise on renewal, conversion, reactivation and retention activities to meet Aspect's goals for growth 	<p>annually</p> <ul style="list-style-type: none"> A suite of external and internal acquisition benchmarks developed to guide strategy and campaigns
Relationships and Stakeholder Engagement	<ul style="list-style-type: none"> Develop and foster strong relationships with key suppliers; annually review any contracts and Memorandums of Understanding (MOU's) Build and maintain strong collaborative relationships with key internal stakeholders and Aspect staff to create, plan and implement cross program opportunities Develop and maintain strong collaborative relationships with external stakeholders including families, carers and supporters Partner with agencies to ensure effective collaboration is maintained throughout projects Work collaboratively with the Fundraising management team to drive forward cross-department initiatives and wider team success 	<ul style="list-style-type: none"> Attend and represent Aspect at networking/training events. Display effective and professional communication with all internal and external stakeholders
Employee Engagement	<ul style="list-style-type: none"> Provide support and feedback to IG and CF teams including day to day decision making Develop the skills of direct reports and identify professional development opportunities Determine and communicate how best to resource each planned project, on who does what Responsible for undertaking staff performance plans and reviews in a timely manner 	<ul style="list-style-type: none"> Evidence of high staff engagement and increased capability Regular and effective one-to-one meetings with staff Staff performance plans and reviews undertaken and submitted within deadlines
Safeguarding the people we support	<p>Aspect is committed to providing an environment free from abuse, neglect and exploitation of the people we support.</p> <p>Coordinators, Managers and Executive are responsible for ensuring staff:</p> <ul style="list-style-type: none"> Follow safeguarding guidelines as outlined in Aspects Safeguarding the People We Support policy and Code of Conduct Complete all mandatory safeguarding training Comply with mandatory reporting and legal requirements <p>Coordinators are required to:</p>	<ul style="list-style-type: none"> Internal reporting systems, procedures and policy requirements are adhered to and fulfilled (i.e. Riskman reporting/actions) All external reporting agencies are notified as required and within timeframes Investigations are followed through to resolution and learnings used to inform improved practice.

	<ul style="list-style-type: none"> Alert next level Managers to any concerns and/or issues that may warrant investigation <p>Managers and Executive are required to:</p> <ul style="list-style-type: none"> Be the escalation point for all concerns and/or issues and investigate, in consultation with relevant business unit (i.e. HR/Quality) Promote a safeguarding culture and educate staff in understanding the need for ongoing vigilance 	<ul style="list-style-type: none"> Learning Management System (LMS) confirms staff have completed mandatory training Voice survey results report staff are comfortable to raise concerns and/or issues and they are acted upon
Work Health and Safety	<p>Members of the Aspect management network are considered “officers” according to the WHS Act and accordingly are responsible for ensuring Aspect has arrangements in place to comply with legal obligations.</p> <ul style="list-style-type: none"> Fulfil your obligations to ensure Aspect complies with its work health and safety obligations under WHS laws. Hold managers within your business unit accountable for their health and safety responsibilities. Fulfil your duty to exercise due diligence. Due diligence means you must: <ul style="list-style-type: none"> acquire and keep up to date knowledge of work health and safety matters understand the operations of the business and the hazards and risks involved ensure appropriate financial and physical resources and processes are provided to enable hazards to be identified and risks to be eliminated or minimised ensure information regarding incidents, hazards and risks is received and the information is responded to in a timely way ensure the business has, and implements, processes for complying with any legal duty or obligation verify the provision and use of resources and processes 	<ul style="list-style-type: none"> Injury rates are low or negligible Work, Health & Safety matters are included as part of regular meetings Incident forms and safety risks are forwarded on time to the WHS Consultant RTW plans are in place for any injured employee WHS matters are included as part of regular meetings Identified hazards, issues or risks are evaluated and appropriate management controls applies

PART B: POSITION CRITERIA

Capabilities	Leadership and relationship management	Exceptional relationship management skills with a variety of different stakeholders (internal and external). Demonstrated leadership skills.
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	Oral and written communication	Ability to present and express ideas effectively both verbally and in writing. Capacity to write effective business cases and papers as required by the Executive.
	Business management and financial management	Results oriented with strong planning, organisational and negotiation skills. Financial astuteness and judgment with the ability to successfully manage large, complex budgets.
	Innovative / Creative	Ability to facilitate and drive both innovation and new products within large fundraising programs, particularly within the digital channel. Exceptional clarity on requirements to develop new concepts and products through different mediums to market, within a rigours strategic testing framework.
	Analytical	Ability to analyse data and information to identify trends and opportunities. Logical mind and clear strategic thinker.
	Personal effectiveness	Ability to work independently, collaboratively and proactively, with a positive and 'can-do attitude'. Ability to empathise with the autism cause.
Knowledge and experience	<ul style="list-style-type: none"> • Demonstrated track record of success growing direct marketing programs across multiple channels. Experience from both agency and charity side desirable • Excellent budget management, campaign forecasting and reporting skills • Demonstrated leadership skills and proven ability to effectively manage and motivate staff • Demonstrated experience in effective project management • Excellent database skills and ability to analyse information data, understand performance and make recommendations based on analysis (Raisers Edge an advantage) • Demonstrable experience of executing digital fundraising strategies • Demonstrable experience of managing acquisition programs and managing financial risk • Experience in successfully dealing with multiple complex issues simultaneously under time pressure • Proven written, verbal and presentation skills with high attention to detail • Exceptional relationship building and stakeholder management skills • Strong personal computer skills in word, excel and outlook 	
Qualifications	<ul style="list-style-type: none"> • Relevant tertiary qualifications in marketing or communications (desirable) 	
Job requirements (essential)	<ul style="list-style-type: none"> • 4 + years' experience in a fundraising, direct marketing, communications or management role in a not-for-profit environment • Strong digital marketing skills • Advanced understanding of data-led supporter focussed approach • Knowledge of Raiser's Edge or similar CRM database • Ability to assist with some out of hours fundraising activities and events (occasionally) • National Police Check (NPC) appropriately cleared • Working with Children Check or equivalent state clearance 	

Job requirements (desirable)	<ul style="list-style-type: none"> • Sound understanding of relevant legislation and regulations
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PART C: APPROVED BY

Position Profile approved by: Josan Abels, Head of Fundraising

Date: March 2022