



Position Description – Fundraising Manager

‘Where mental wellbeing thrives’

Position Details

Position Title:	Fundraising Manager
Position Level:	6
Award:	Flourish Australia Enterprise Agreement 2018
Employment Type:	Full-time
Hours of Work:	38-hours per week

Position Summary

The Fundraising Manager’s role is to develop and execute a comprehensive strategic fundraising plan, creating positive relationships with the philanthropic and corporate community to establish a new and significant sustainable income stream.

The focus of this role is to raise philanthropic funds and position Flourish Australia as a preferred charitable cause for donors and sponsors, promote a philanthropic culture in Flourish Australia and an appreciation of donor-centric friend-raising and stewardship.

The position will develop annual operational plans involving a range of fundraising campaigns, programs, social media campaigns, activities and events.

You will be responsible for continuous quality improvement and be committed to developing and maintaining mutually beneficial partnerships with internal and external stakeholders.

You will work collaboratively to establish and strengthen successful evidence-based fundraising and development strategies and programs.

About Flourish Australia

Our name reflects our fundamental and enduring commitment to people’s mental health and wellbeing, supporting them to thrive and live a contributing life.

Vision

Flourish Australia’s vision is to enable full participation within a diverse and inclusive community.

Mission

Working together for optimal mental health and wellbeing.

Values

Flourish Australia values hope, inclusion, partnership, diversity, integrity, respect, trust.

Relationships and Authority

Reports to:	Chief Development Officer.
Direct reports:	None currently, with the potential for additional fundraising staff over time.
Internal:	You will be responsible for establishing and maintaining good working relationships with the Senior Leadership Team; Regional Senior Managers including Program Managers; the Marketing and

Communication Manager; the Flourish Australia Board's Marketing and Advancement Committee; the Flourish Australia Foundation; the Flourish Australia Bequest Society, Publication Officer(s); the Social Media Coordinator; Flourish Australia Staff generally; and the Community Advisory Council.

External: You will be responsible for developing and maintaining good relationships with Flourish Australia's donors and supporters, partners and collaborators, and working effectively with specialist advancement, fundraising, marketing, media and communication agencies and consultants.

Authority: You will be required to deliver outcomes and may be required to negotiate matters on behalf of Flourish Australia, with the approval of the Chief Development Officer.

Organisational Accountabilities

1. Abide by all Flourish Australia procedures and policies.
2. Actively ensure the health, safety and wellbeing of themselves and others at work in accordance with their delegated authority and in accordance with the Work Health and Safety Act 2011.
3. Understand and abide by the Flourish Australia Code of Conduct and Ethics, and maintain a professional level of behaviour and conduct in the workplace at all times.
4. Be responsible for engaging in discussion about, and helping to create and sustain a culture of, continuous quality improvement.
5. Actively promote a 'no wrong door' approach.
6. Commit to the detection and prevention of fraud.
7. Identify possible organisational risks and adhere to the Risk Management Framework.
8. Work to support and promote the Vision, Mission, and values of Flourish Australia.

Key Accountabilities

In the course of performing your role as Fundraising Manager, you will be responsible for (but not limited to):

- Developing a good understanding of Flourish Australia's philosophy, advancement, fundraising and development objectives and recovery orientated services/culture.
- Developing and implementing a strategic fundraising plan, associated operational plans and budgets in consultation with key stakeholders with a focus on developing donor-centric relationships with supporters, achieving agreed income targets, and supporting goals as outlined in Flourish Australia's Strategic plan.
- With the Chief Development Officer devising clear fundraising goals and metrics.
- With the Chief Development Officer establishing national and international benchmarking partners.
- Developing and implementing an effective portfolio of fundraising programs and campaigns which may include but is not limited to major donors, regular donors, bequests (planned giving), trusts & foundations, corporate sponsorship, annual appeals, direct mail, web-based and social media, special events, staff fundraising (workplace giving) and community fundraising.
- Identifying and employing best practice digital marketing strategies and tools for donor acquisition and retention.
- Overseeing the establishment, maintenance, currency and accuracy of a CRM/fundraising database.
- With the Marketing and Communication Manager, collaborating to ensure internal and external communications relevant to fundraising and relationship development are integrated to further development goals.
- Providing administrative support as required to the Marketing and Advancement Committee, the Flourish Australia Foundation and the Bequest Society.
- Conducting, recommending and analysing market research which may include donor satisfaction surveys; and potential donor identification, segmentation and profiling.
- Providing fundraising updates to senior leadership as required.
- Developing internal policies and procedures to strengthen ethical and donor-centric fundraising practice.
- Developing and promoting memorabilia for staff and supporters.
- Developing and implementing a fundraising training program for Flourish Australia staff.
- Leading the production and writing copy for fundraising collateral in coordination with internal resource and external agencies.
- Ensuring integrity of brand in fundraising functions.
- Providing relevant fundraising insights and knowledge about competitor activity to enable effective fundraising program and campaign portfolio development.
- Reviewing best practices and maintaining a breadth of knowledge about current trends in fundraising, emerging issues and opportunities to inform fundraising strategies.
- Identify and ensure compliance with current state and federal laws relevant to fundraising.
- Achieving individual and organisational Key Performance Indicators (KPIs).
- Other duties as assigned.

Key deliverables

1. Completes an agreed fundraising strategic plan for the next 5 years with collaboration and input from key internal and external stakeholders.
2. Completes approved operational and tactical annual plans for fundraising programs and campaigns with associated budgets.
3. KPIs as agreed with the Chief Development Officer including: financial, stewardship, cultivation, reputation, database and constituent satisfaction.
4. Develops and implements fundraising programs and campaigns to generate income and achieve strategic objectives.
5. Develops partnerships to leverage fundraising opportunities.
6. Attends and participates in regular forums, inter-agencies, and stakeholder meetings as scheduled.
7. Participates in the review of fundraising programs and the achievement of agreed KPIs, and against internal and external benchmarks to current best practice/industry standards.
8. Ensures the fundraising budget variance is no greater than +/-10%.
9. Ensures approvals are generally aligned with delegated authority as outlined in the delegations manual.

Required Skills and Personal Attributes

To be successful in this role, the Fundraising Manager is required to:

- Have extensive knowledge and practical experience in fundraising and an understanding and commitment to Advancement principles.
- Have excellent project management, time management and delegation skills.
- Have excellent oral and writing skills.
- Have an evidence-based approach and future-oriented perspective in developing fundraising programs and plans.
- Be proficient with technology, including computers, CRM systems, and fundraising web-based tools.
- Have excellent interpersonal skills, be non-judgemental, be fair, patient, have a willingness to listen, and display empathy.
- Work independently, and as part of a team.
- Think creatively and analytically to solve problems and leverage opportunities.
- Value diversity and be respectful at all times.
- Be committed to professional and ethical conduct.

Key Selection Criteria

“Flourish Australia supports Affirmative Action. If two candidates present with suitability to a role, and one of those people has a lived experience, the person with the lived experience will be the preferred candidate.”

Essential:

1. Undergraduate degree in a relevant discipline and a minimum of 5 years of related experience in fundraising or an equivalent combination of education, training and experience.
2. Proven track record of implementing fundraising programs and campaigns with measurable results.
3. Effective organisational, project management, problem-solving, planning and analytical skills.
4. Superior interpersonal, verbal and written communication skills with a wide variety of stakeholders.
5. Demonstrated ability to present to and converse with stakeholders, including holding discussions with community and business leaders and senior managers of an organisation.
6. The ability to work effectively with representatives from both the public and private sectors.
7. Proficient in using the Microsoft Office Suite, good knowledge of web-based fundraising and the ability to fully utilise CRM systems.
8. Ability to understand the challenges faced by people with a lived experience.

Desirable:

1. A personal lived experience of a mental health issue.
2. The ability to work effectively with representatives from both the public and private sectors.

All appointments with Flourish Australia’s Mental Health Services are subject to previous employment reference checks, Working with Children Check, satisfactory Australian Residency status, National Criminal Record checks, and other background checks as required by different State legislation.

Agreement

I, _____, have read and understand my obligations as the Fundraising Manager with Flourish Australia as outlined in this position description.

I agree to abide by the Flourish Australia Code of Conduct and Ethics, and agree to read, understand, and abide by Flourish Australia’s policies and procedures.

Fundraising Manager

Name		
Signature		Date:

NB: A signed copy of this position description must be returned to Human Resources.