



POSITION DESCRIPTION

Position Title:	Fundraising Manager
Location:	Box Hill
Reporting to:	General Manager Marketing & Fundraising
Direct Reports:	4

ORGANISATIONAL CONTEXT

Our Vision

The Society aspires to be recognised as a caring Catholic charity offering 'a hand up' to people in need. We do this by respecting their dignity, sharing our hope and encouraging them to take control of their own destiny.

Our Mission

The St Vincent de Paul Society (the Society) is a lay Catholic organisation that aspires to live the gospel message by serving Christ in the poor with love, respect, justice, hope and joy, and by working to shape a more just and compassionate society.

Our Values

- Commitment: Loyalty in service to our mission, vision and values
- Compassion: Welcoming and serving all with understanding and without judgement
- Respect: Service to all regardless of creed, ethnic or social background, health, gender, or political opinions
- Integrity: Promoting, maintaining and adhering to our mission, vision and values
- Empathy: Establishing relationships based on respect, trust, friendship and perception
- Advocacy: Working to transform the causes of poverty and challenging the causes of human injustice
- Courage: Encouraging spiritual growth, welcoming innovation and giving hope for the future

Our Services

The St Vincent de Paul Society's members and volunteers provide practical support, advocacy and friendship to the most vulnerable in our community.

Key services include home visitation; youth programs; soup vans; assistance for asylum seekers and refugees; Compeer programs for people experiencing mental illness; education and tutoring; overseas development programs and a range of accommodation and social services through the VincentCare Victoria network.

Volunteer service is the backbone of the St Vincent de Paul Society. The Society is made up of dedicated 'members'; all who volunteer their time to undertake a range of community support activities at a local level ('conference'), semi-regional level ('regional'), regional level ('central'), and state level ('state'). There are also a number of volunteers who form part of collaborative state and national committees, special works and also service the Vinnies Shops.

The St Vincent de Paul Society in Victoria has more than 3,458 members and 8,660 other volunteers. In Australia, there are 19,950 members and 38,025 volunteers. Internationally, the Society operates in 150 countries and has over 800,000 members and volunteers.

OUR CHILD SAFETY COMMITMENT

St Vincent de Paul Society (the Society) is committed to the safety and wellbeing of all children and young people. Our members, volunteers and employees understand that child safety is everyone's responsibility and is at the centre of all that we do and every decision we make.

We have zero tolerance for child abuse or neglect.

We are committed to providing a child safe environment where children and young people are safe and feel safe, and their voices are heard about decisions that affect them. This includes but is not limited to the cultural safety of Aboriginal & Torres Strait Islander children, children from diverse cultural, linguistic, and/or religious backgrounds, children who identify as lesbian, gay, bisexual, transgender, queer, intersex, asexual (LGBTQIA), and children with a disability.

Whilst all Society programs and activities may not involve regular contact with children by members, volunteers and employees, it is the decision of the Society State Council that all Society programs and activities will be subject to the Child Safety Policy.

PURPOSE OF ROLE

The purpose of this role is to lead and manage fundraising objectives as part of the SVDPV Strategic Plan.

The role is central to the two goals from the Plan of:

(i) Drive fundraising growth:

We aim to nurture a pool of dedicated donors who support us with time, treasure and talent. Engage with new supporters to bring them into our long story.

(ii) Drive new income streams:

We aim to find new ways to work alongside program teams to develop our work by matching funding partners. Be transparent about where our funds go and the impact our supporters make.

The raising of funds is central to supporting members and volunteers to be effective in their responses to the most disadvantaged in our communities.

KEY ACCOUNTABILITIES

Key Accountability	Deliverables
Contribute to the organisational culture	<ul style="list-style-type: none"> Demonstrate understanding and empathy with the mission and ethos of the St Vincent de Paul Society and ensure the Society's values are incorporated into all aspects of the performance of the role Respect the Catholic values inherent within the Mission of the organisation and the expression of spirituality and reflective practice in the workplace Positively contribute to and influence organisational culture Actively participate in activities that develop your personal and professional

	<p>skills, knowledge and experience</p> <ul style="list-style-type: none"> • Regularly attend and actively participate in all team / divisional and organisational meetings • Contribute to developing a culture of continuous improvement and respond positively to change
Lead, manage and motivate team to achieve their objectives	<ul style="list-style-type: none"> • In conjunction with HR; recruit, develop and retain a skilled and motivated team • Build a cohesive and engaged team and foster a culture with our mission at its centre • Develop clear KPIs for all team members and actively implement the Society's performance management processes • Communicate effectively with your team through regular team and individual meetings • Lead the team in the practice of continuous improvement
Safety	<ul style="list-style-type: none"> • Engage with your staff and volunteers to identify and work through the resolution of hazards and incidents • Investigate safety incidents and close off related actions in the required timeframes; engage HR for support where required • Conduct workplace inspections quarterly of all buildings under your management and close actions in the required timeframes • Ensure your teams understand and are accountable for risk management with their work
Planning, Compliance and Budgets	<ul style="list-style-type: none"> • Develop your work plans to ensure that all resources; be they human, material or financial, are managed effectively and with efficiency to achieve strategic objectives. • Ensure that all activity is ethical and compliant with legislation, regulation and organisational policies and procedures • Manage annual budgets, facilitate local participation in budget preparation (where relevant) and ensure that budgets are completed and lodged within designated timeframes. • Monitor and report on budget as required, take action to address negative budget variances and ensure expenditure is within budget. • Prepare business cases for approval by CEO for all out of budget expenditure.
Donor & Supporter Relations Management	<ul style="list-style-type: none"> • Plan, develop and execute campaigns and appeals to increase revenue • Interpret data and produce regular reports • Analyse databases and form recommendations to increase donor income • Liaise with counterparts in other states to produce national appeals • Plan, develop and execute annual appeals • Investigate new forms of revenue generation • Write, develop and design materials for use in support of St Vincent de Paul Victoria's acquisition strategy • Retain existing donors through regular donor care and engagement • Following acquisition implement donor journey including thank you mailings • Monitor operational donor liaison activities to ensure high levels of responsiveness, customer service and complaint resolution • Monitor donor liaison resourcing requirements to ensure that response and processing times are effectively managed, especially in peak campaign periods • Drive the development of our regular giving program

Actively contribute to the success of the Marketing & Fundraising team and the organisation	<ul style="list-style-type: none"> • Continually develop skills and competencies to increase capability as an effective leader • Actively suggest improvements to further support success and development of team goals and operations • Play an active role in team meetings and organisational initiatives • Actively seek feedback on performance in position and identify development needs

KEY PERFORMANCE INDICATORS

Key areas of responsibility;

Fundraising income:

Raise the annual budgeted income requirements, while realising expenditure budgets through management and nurturing of:

1. Direct mail campaigns
Manage Victoria's involvement in -
 - a. 2 x national campaigns (winter and Christmas)
 - b. 2 seasonal campaigns (autumn and spring)
2. Major donors program
3. Corporate partnerships

Indirect responsibility for management of income across:

- Regular Giving program (workplace giving and everyday kindness)
- VincentCare Victoria
- Trusts and Foundations
- Community fundraising
- Assist A Student

Other priorities:

4. Manage external providers and suppliers to deliver campaigns.
5. National Working Group - ensure Victoria is represented at national working groups on fundraising
6. Promotional material
Liaise with marketing/comms team to deliver autumn and spring 'Vinnies Moments' newsletter and other marketing collateral.
7. Database management.
Via the donor relations team;
 - Grow the fundraising database and acquire new long-term donors
 - Work with Donor Liaison Officers to manage CRM program and database

Other areas of responsibility:

1. People Leaders role
2. MFC Management group

POSITION CONTACTS

Most Frequent Contacts	Internal/ External	Nature or Purpose of Contact
General Manager Marketing & Fundraising	Internal	<ul style="list-style-type: none"> Line Manager - Support/advice/provision of information
Marketing & Fundraising team	Internal	<ul style="list-style-type: none"> Provision of services/Support/advice/provision of information
Other philanthropy team colleagues	Internal	<ul style="list-style-type: none"> Liaison
Direct reports - Donor Liaison Team	Internal	<ul style="list-style-type: none"> Management
Support teams in Central Office	Internal	<ul style="list-style-type: none"> Support and advice
Suppliers	External	<ul style="list-style-type: none"> Conduct business, promote and raise awareness of SVDP
Donors	External	<ul style="list-style-type: none"> Promote and raise awareness of SVDP and encourage increased donations

DELEGATIONS OF AUTHORITY

You will be required to work within the delegations of authority policy.



KEY REQUIREMENTS

Qualifications

- Tertiary qualifications in arts, communications, business or marketing

Skills

- Outstanding communication (written & verbal) and influencing skills to deal effectively with a broad range of internal and external stakeholders
- Highly developed interpersonal skills including the ability to coach and lead people and develop a strong team culture
- Experience in planning, prioritising and organising work, both on an individual and team basis, within a set timetable and in an environment of change and conflicting demands
- Superb negotiation, and interpersonal/diplomatic skills with ability to work effectively with stakeholders to achieve a common goal.
- Excellent project management skills
- Strong analytical & reporting capabilities
- Innovative & practical in problem solving
- Effective judgement & decision making
- Ability to work well under pressure

Knowledge / Experience

- Experience in leading, developing and engaging a team
- Demonstrated experience in creating and managing direct mail campaigns
- Strong knowledge of fundraising acquisition and campaign management
- Proven experience of working with acquisition and retention channels
- Proven success in analysing and managing reports to drive performance and results
- Proven success in working effectively with stakeholders to achieve a common goal
- Experience coaching and developing team members
- Knowledge of CRM and database programmes (preferable)

Attributes

- Behaves in an ethical and professional manner at all times
- Strong customer service orientation
- Leadership, courage and resilience
- Outcomes driven
- Willingness to vary normal working hours from time to time
- Awareness of, and ability to work within, the ethos of the Society

THE LIST OF RESPONSIBILITIES HEREIN IS NOT INTENDED TO BE ALL-INCLUSIVE, AND MAY INCLUDE ADDITIONAL RESPONSIBILITIES AS REQUIRED AND ASSIGNED. IT MAY BECOME NECESSARY TO MODIFY/CHANGE THESE POSITION RESPONSIBILITIES FROM TIME TO TIME.