

POSITION DESCRIPTION

Position Title : Head of Fundraising	Department: Marketing, Fundraising & Communications (MF&C)	Location: Sydney/Melbourne, Australia
Reports to: Director, Marketing, Fundraising & Communications	Employees: Direct report: 7 Indirect report: 32	Budget: AUD\$57 million + Emergency/Disaster Appeals

PURPOSE STATEMENT

The key function of the Head of Fundraising and the Fundraising area is to grow and diversify fundraising income – through existing income streams and adopting new fundraising streams and capabilities; achieving income targets, overall leadership and management of the fundraising team; fundraising governance; donor development and segmentation and insight of donor value. The role is specifically responsible for:

- Developing the Fundraising business plan and strategy, and overseeing its implementation, continuous improvement and results delivery
- Leading and managing the Fundraising team in line with the strategy (both financial and non-financial), ensuring objectives are achieved and prioritising resources around critical outcomes
- Growing and diversifying fundraising streams in particular of bequests, regular giving, major donors and online
- Increasing individual and management accountability within Fundraising for delivering on critical success factors and budget outcomes
- In conjunction with the Disaster Appeals and Direct Campaigns Manager, ensuring fundraising via emergency and disaster appeals is managed in a coordinated, efficient and effective way
- Driving and improving Fundraising processes, policies, reporting and evaluation
- Collaborating with Australian Red Cross Blood Service to ensure minimal duplication with donors
- The Head of Fundraising will be a member of the MF&C Senior Management Team and will work closely with the CEO, Director Marketing, Fundraising & Communications and the Red Cross National Management Team in leading the fundraising function of the organisation

The role will need to undertake additional work as required and respond to organisation priorities such as disaster response – which may require additional duties outside of usual working hours.

Key Responsibilities

Development, implementation and delivery of Fundraising business plan, strategy and budget

- Develop and implement a dynamic business plan and budgets for the Fundraising program that aims to grow and diversify fundraising, achieves ROI, net income targets, financial KPIs and delivers positive donor care
- Ensure fundraising strategy is aligned to those of the wider MF&C teams and other business units
- Provide advice on key performance indicators, service standards, process requirements etc. to the Head of Projects, Business Improvement and Benchmarking as required
- Monitor and report as required on critical success factors within the Red Cross Strategic Implementation Plan
- In conjunction with Supporter Acquisition Development Manager, establish a donor relationship framework which supports stronger donor relationships and retention, an active donor care and servicing program and develops protocols around contact and funding request

Selection Criteria

Knowledge, Skills, Experience

1. Considerable senior management experience in leading and managing large scale teams across multiple channels and locations in either a fundraising, direct marketing or similar income results focussed environment
2. Demonstrated experience in shaping and developing a results focussed management team with a culture of accountability, and persuading and influencing other stakeholders
3. Proven track record in delivering results and instigating change in an organisation undergoing substantial change management and with competing demands for resources and priorities
4. Demonstrated significant experience in developing and implementing donor relationship management strategies
5. Demonstrated experience in driving the creation and rollout of successful new fundraising or income streams
6. Considerable experience in evaluating campaigns, managing budgets and in-depth performance reporting. A high degree of numeracy, plus strong

frequency

- Develop areas that deliver annuity stream income
- Increase donor/prospect/bequest base with high quality donors in all key program areas
- Keep costs within budget levels
- In conjunction with colleagues, ensure that communications to donors are on strategy, targeted, relevant, timely and consistent and support strengthened donor relationships
- Manage the department budget and take responsibility for the selection and strategic management of outside suppliers and agencies
- Be responsible for continuous review and improvement of fundraising strategy and practice
- Contribute to a rolling 12 month MF&C calendar, identifying all internal and external communications and activities

Disaster Appeals

- Ensure fundraising in emergency appeals is managed in a co-ordinated, efficient and effective way in conjunction with Disaster Appeals & Campaign Manager and Supporter Services Manager.
- Work with the Head of Projects, Business Improvement and Benchmarking to:
 - Monitor activities and processes for potential risk and suggest and monitor change and success of implementation
 - Supply documentation and status reports daily to senior management as needed
 - Coordinate evaluations from appeals and implementation of learning and new procedures necessary

Process and compliance

- Comply with all relevant Red Cross policies and procedures including compliance with Emblem Use protocols, Donations Policy, Appeals Manual, Finance and Banking policies
- Ensure all verbal and written communications with supporters are compliant with Red Cross brand guidelines and strategic direction
- Ensure Fundraising activities comply with the relevant fundraising legislation and licenses in each State and the Privacy Act
- Work collaboratively to leverage and coordinate activities with Australian Red Cross Blood Service
- Ensure that processes are in place to increase a donor's engagement with Red Cross eg increased donations, volunteering, blood donations etc
- In conjunction with the Head of Projects, Reporting & Benchmarking, identify and drive improvements in the donor experience through process changes

Reporting and Measurements

- In conjunction with Head of Projects, Business Improvement & Benchmarking ensure that all critical activities are monitored, analysed and

analytical skills and attention to detail is required

7. First class communication and interpersonal skills – written and verbal
8. Demonstrated ability to work independently, as part of a team and within a matrix management structure
9. Decisive management style, with the ability to demonstrate initiative, flexibility and a collaborative business approach
10. Highly performance and outcome focussed

A tertiary qualification in Marketing, Communications or related fields is required

Personal attributes

- Ethics, business integrity and sound judgement
- Resilience, perseverance and tenacity
- Diplomatic, tactful and sensitive
- Strong personal presence and credibility
- Intellectual rigour
- Personal drive, energy and enthusiasm
- Commitment to the Fundamental Principles of International Red Cross and Red Crescent Movement

Desirables

- Experience within the not-for-profit or human service sector, specifically bequest, regular giving and major donor development
- Ability to travel both in Australia and overseas, often at unsocial hours

This Position Description may be varied by Australian Red Cross during employment, after consultation.

reported.

- Develop and implement an effective program of evaluation to enable the ongoing development and enhancement of the Fundraising portfolio
- Continuously research and 'know' competitor environment and activities, and apply 'best practice' methods where appropriate.
- Ensure variance reporting of forecasting is prepared by program area – participate in variance reporting meetings and ensure follow up actions are in place to address variations

Leadership & Management of the Fundraising team

- Provide leadership to the Fundraising team
- Instil an outcome focussed and selling culture
- Effectively manage and coordinate resources in order to meet fiscal and non fiscal objectives
- Ensure the Fundraising team is well supported and adequately trained to achieve all critical success factors
- Ensure the Fundraising team participate in the Performance, Review Development process twice yearly
- Advise/brief the CEO and Director MF&C and other senior colleagues on all Fundraising issues, campaigns and events.
- Fundraising team support each other collegiately to deliver shared outcomes

General

- Fulfill role as a member of the National Marketing, Fundraising and Communications senior management team
- Ensure the Supporter Services Centre are adequately briefed on all campaigns and activities
- Contribute to a culture of customer service within Red Cross, that also seeks to optimise cross and up-sell opportunities
- Provide regular reports as required to Director, MF&C and undertake any additional work requested by the Director MF&C
- Respond to organisational priorities such as disaster response which may require additional duties outside of usual working hours

All staff shall agree to abide by the philosophy and principles of Australian Red Cross, in particular the 7 fundamental principles: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, and Universality. Red Cross is a child safe organisation, requiring all people to be screened for suitability to work with children, youth and vulnerable people. As a Red Cross employee it is agreed that all staff shall comply with the Australian Red Cross OH&S guidelines.