

Position Description



**Alannah & Madeline
Foundation**

Keeping children safe from violence

Position title:	Head of Fundraising
Department:	Communications & Fundraising
Reports to:	General Manager, Communications & Fundraising
Job type:	Full time, ongoing
Date:	January 2019

ABOUT THE FOUNDATION

The Alannah & Madeline Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania, on 28 April 1996. In memory of his daughters, Walter Mikac and a small group of volunteers set up the Foundation with the belief that all children should have a safe and happy childhood without being subjected to violence. The then Prime Minister launched the Foundation on 30 April 1997.

The Foundation:

- identifies issues that adversely affect the wellbeing of children; we work to help them recover, and protect them from bullying and violence.
- works across the spectrum of prevention and care to deliver state-of-the-art, evidence-based programs and products.
- works with the best minds to identify and reduce significant threats to children's safety through innovation and partnerships.
- speaks out on the need for systemic change to build a supportive and safe society.

The Foundation is committed to child safety. Our Child Safe Policy outlines our safe practices for children. Our values are Caring, Friendliness, Respect, Responsibility, Valuing Difference and Including Others.

POSITION IN CONTEXT

Reporting to the General Manager, Communications & Fundraising, the Head of Fundraising is a member of the Communications & Fundraising team. The Head of Fundraising has accountability to support the delivery of the Foundation's fundraising strategy, including the delivery of the business plan and achievement of the agreed targets. This role has accountability to develop, implement and manage the fundraising strategic plan for generating revenue and driving significant financial growth across Fundraising. The role is part of the Communications and Fundraising leadership team.

FREEDOM TO ACT

- The Head of Fundraising works according to the policies and procedures of the Alannah & Madeline Foundation.
- The Head of Fundraising will execute the fundraising strategy as part of the overall funding strategy, as agreed with the General Manager, Communications & Fundraising.

Position Description cont.



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- The Head of Fundraising, in liaison/consultation with the General Manager, Communications & Fundraising and the Chief Executive Officer/Senior Leadership Team, can assist to develop long-term partnerships with relevant stakeholders in Australia and overseas.

MAJOR JOB RESPONSIBILITIES

- Lead the delivery of the strategic and operational fundraising plan to achieve sustainable performance and results to meet revenue targets and increase support.
- Implement an overarching fundraising strategy targeting individuals and community groups including (but not limited to) telemarketing, face to face, direct mail, regular giving, trusts and foundations, merchandise, bequests, in memoriam and major gifts.
- Manage and support the data analysis and insights to plan, identify and utilise market intelligence to achieve fundraising targets through a developed segmentation model.
- Implement and manage a stewardship program aligned to the donor lifecycle to identify, develop and nurture relationships to maximise funds generated for the Foundation on a long-term basis.
- Develop collaborative and cohesive relationships with key stakeholders, including suppliers. This includes negotiation of contracts in conjunction with the Chief Operating Officer and management of ongoing supplier KPI's.
- Create an inspiring team environment using effective leadership skills to develop an open communication culture where goals are clear and achievable.
- Build positive brand awareness of the Foundation through fundraising activities across digital and traditional channels, resulting in increased awareness, recall, and revenue.
- Identify and develop new sources of income and fundraising channels for the Foundation by regular marketplace reviews and keeping abreast of developments in the charity sector.
- In conjunction with the Chief Operating Officer, ensure the Foundation is compliant with fundraising legislation in each State and Territory and that fundraising programs/campaigns deliver appropriate return on investments.
- Provide financial projections for all activities on a minimum of a quarterly basis to the Chief Operating Officer.
- Develop robust, long-term relationships with key internal and external stakeholders and organisations.
- Other tasks as directed by the General Manager, Communications & Fundraising, Chief Executive Officer and/or Senior Leadership Team

KNOWLEDGE, EXPERIENCE AND REQUIREMENTS

- Extensive experience as a senior fundraiser (minimum 10 years), preferably with a formal qualification in marketing, business and/or fundraising.
- At least 7 years' demonstrated leadership experience including effective communication, influencing skills and the ability to lead a diverse team.
- Well-developed communication skills, experience and maturity to build and maintain relationships with internal and external stakeholders including volunteers, individual stakeholders and suppliers.
- Proven track record in developing and implementing successful fundraising initiatives, executing large projects, P&L accountability and growing fundraising revenues in a not-for-profit environment.

Position Description *cont.*



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- Experience or willingness to learn fundraising compliance in all Australian jurisdictions.
- Ability to manage numerous projects simultaneously, with good attention to detail.
- Experience using Raiser's Edge along with analytical and segmentation and economic modelling skills.
- Commitment to work outside standard office hours for key events and ability to travel interstate as required.
- Working with Children Check and Police Check.