

Position Description



**Alannah & Madeline
Foundation**

Keeping children safe from violence

Position title: Supporter Development Manager

Department: Communications & Fundraising

Reports to: Head of Fundraising

Job type: Full time, ongoing

Date: March 2019

ABOUT THE FOUNDATION

The Alannah & Madeline Foundation is a national charity protecting children from violence and bullying.

The 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 – including Gaye and John Fidler who survived Port Arthur – 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 Alannah & Madeline Foundation cares for children who have experienced or witnessed violence and run programs which prevent violence in the lives of children. We play an advocacy role and we're a voice against childhood violence.

Our vision is that every child will live in a safe and supportive environment.

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 Head of Fundraising, the Supporter Development Manager is a member of the Communications & Fundraising team and has accountability to support the delivery of the Financing the Future strategy across the Foundation including the implementation, monitoring and improvement of fundraising programs in relation to all aspects of supporter development.

This role is responsible for overseeing and managing the strategic development, implementation and evaluation of multi-channelled campaigns to acquire and retain supporters and ensure ongoing income streams for the Foundation.

FREEDOM TO ACT

- The Supporter Development Manager works according to the policies and procedures of the Alannah & Madeline Foundation.
- The Supporter Development Manager, in liaison/consultation with the Head of Fundraising and CEO/Senior Leadership, can assist to develop long-term partnerships with relevant stakeholders in Australia and overseas.

Position Description cont.



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MAJOR JOB RESPONSIBILITIES

- **End-to-end development and implementation of Fundraising campaigns and activity:** In conjunction with the Head of Fundraising develop an integrated Fundraising Program that will inspire support for the Foundation. Review all elements of the lifecycle of the strategy and continually develop new initiatives and fundraising tools to engage supporters in our work and maximise fundraising opportunities.
- **Stewardship and Retention:** Actively manage relationships and inspire supporters and suppliers to support the Foundation. Manage the development and implementation of integrated supporter stewardship and retention strategies to build supporter engagement.
- **Reporting and Management:** Report on financial, strategic and operational performance on a monthly and annual basis, continuously evaluating and changing to business needs as required.
- **Lead and manage the Supporter Development team (approx. 2 people)** to achieve sustainable performance and results, including the setting of targets.
- **To do this effectively the role will need to:**
 - Support the development of the strategic direction of the Foundation's Fundraising Program
 - Lead the day-to-day management of supplier relationships for the delivery of campaigns (e.g. regular giving, raffles, merchandise) across multiple channels including mail, phone, digital and mobile.
 - Manage the analyse, profiling and segmentation of all data.
 - Create, manage and evaluate all program budgets, ensuring timely reporting of monthly financials.
 - Monitor and manage all communications with supporters ensuring complex and difficult queries are managed in accordance with the agreed standards escalation process.
 - Influence and collaborate with a variety of stakeholders (internal and external), including external commercial suppliers.
 - Work closely with the marketing team to create and deliver the marketing and promotion of campaign content.
 - Set and monitor KPI's of the work of the Supporter Development Team maximising the ROI.
 - Facilitate and support all relevant meetings (internal and external) as required and effectively represent the Fundraising Program.
 - Have a positive contribution to the team environment through the demonstration of behaviours that reflect the Foundation's values.
 - Deliver other tasks as directed by the Head of Fundraising, Senior Leadership team and/or CEO.

KNOWLEDGE, EXPERIENCE AND REQUIREMENTS

- Tertiary qualifications in Business, Marketing or similar field.
- 5 years' experience in fundraising programs preferably within a not-for-profit or fundraising agency.
- Strong financial, commercial and analytical acumen.
- Experience in developing and managing a team.
- Strong analysis, profiling and segmentation skills.
- Strong project management skills and ability to lead a cross-functional team to deliver.
- Ability to build and actively manage strong cross-functional and external stakeholder relationships.
- Ability to identify and resolve problems, make appropriate recommendations and take ownership for decisions.
- Strong communication, negotiation, influencing and conflict resolution.
- Strong understanding of fundraising industry benchmarks and measures.
- Knowledge of fundraising best practice and legislation, including a commitment to continual improvement.
- Able to work with all Microsoft product, advanced excel preferred.
- Experience with a Donor Management system, preferably Raiser's Edge.
- Working with Children Check and Police Check.