

Position Description

Position title:	Director, Development & Communications
Teams:	Fundraising, Marketing & Communications and Executive
Reports to:	Chief Executive Officer
Job type:	Full time, ongoing
Date:	May 2021

About the Alannah & Madeline 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 AM 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 also supports Dolly's Dream, educating and empowering families and communities to prevent the devastating effects of bullying.

Our organisation is committed to child safety and 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 Chief Executive Officer, the Director, Development & Communications is a member of the Foundation's Executive Team. This is a newly created role within a redeveloped leadership structure, designed to support our growth through 2021 and beyond, as the Foundation develops its next strategic plan.

The Director, Development & Communications leads the organisation's fundraising, marketing and communications activities. This role is responsible for the relevant strategies to grow the Alannah & Madeline Foundation's income from the public, philanthropic and corporate sectors and improve brand awareness and profile.

Position Description cont.

The Director, Development & Communications is responsible for leading a team of approximately 20 staff across the Fundraising, Marketing & Communications portfolios.

This role is formally based in South Melbourne. At the Foundation we work in a flexible way: how and where you work is discussed with each staff member based on individual circumstances and business needs.

Major Job Responsibilities

- As a member of the Foundation's Executive Team, provide leadership, vision and strategic direction for the organisation.
- Deliver on the department's annual KPIs in line with the Foundation's strategic plan, including working with portfolio leaders to forecast and deliver a sustainable revenue stream.
- Lead the development and implementation of strategies and tools across the desired mix of fundraising and revenue generating sources including, but not limited to, philanthropy, corporate partnerships, individual giving, community fundraising and supporter development.
- Lead the development and implementation of marketing and communications strategies and tools across the Foundation including, but not limited to, brand and reputation management, marketing and promotion, media and public relations and all aspects of communications and audience engagement.
- Recruit, motivate and retain the appropriate quality and quantity of professional staff, building a strong work culture and performance to support the organisation's purpose, strategy and values.
- Manage and monitor the relevant operating budgets and take corrective action where necessary.
- Plan and lead the continuous adoption and improvement of tools, systems and processes across the development and communications functions to ensure the Foundation is best placed to achieve its business and purpose objectives.
- Provide thought leadership, advice and recommendations to the CEO in the portfolio areas of responsibility.
- Create an inspiring team environment using effective leadership skills to develop an open communication culture where goals are clear and achievable.
- Undertake a broad variety of operational tasks, as consistent with a medium size for-purpose organisation.
- Contribute positively to the Foundation's culture through developing and maintaining collaborative relationships with colleagues.
- Other tasks as directed by the CEO.

Key Metrics

- Develop and implement the Development & Communications Strategy.
- Plan and execute achievement of high-level targets, including fundraising and income targets.
- Lead a highly engaged, target-driven and motivated team.
- Create a metric and data-driven fundraising and engagement culture.
- Contribute to the overall leadership and strategic direction of the organisation.

Position Description cont.

- Contribute to the Foundation's growth as part of a high functioning Executive Team.

Knowledge, Experience & Requirements

- A qualification in fundraising, business, marketing or a related discipline (desirable).
- At least 10 years' experience in an area related to fundraising, sales, marketing or public relations, including responsibility in a senior fundraising role.
- Significant experience and knowledge of the principles, practices, and application of all aspects of fundraising, gained in the for-purpose sector.
- Demonstrated leadership experience including effective communication, influencing skills and the ability to lead complex and diverse teams.
- Experience operating in an executive role, including input into organisational strategy (desirable).
- Highly developed strategic planning, business development and implementation experience, including creating, managing and forecasting budgets and financial targets.
- Exceptional relationship skills, including a demonstrated ability to build strong and enduring relationships with philanthropists, corporate entities, media, and suppliers, with a commercial focus.
- Well-developed communication skills, experience and maturity to relate effectively with internal and external stakeholders.
- Commitment to work outside standard office hours for key events.
- Membership of the Fundraising Institute of Australia.
- A Working with Children Check and police check.