

Position Description

Position Title:	Fundraising Manager		
Reports to:	Head of Fundraising		
Direct Reports:	Nil		
Business Unit:	Fundraising		
Location:	Melbourne / Brisbane	Date Effective:	January 2021
Status:	Full Time	FTE	1.0

ABOUT THE ROLE

Kidney Health Australia is looking for a strategic and hands-on fundraising professional to lead its fundraising program to help ensure the ongoing sustainability and growth of the organisation.

A key responsibility of this role is to lead and grow the Individual Giving and Community Fundraising programs to maximise income, achieve significant donor growth and increase life-time value.

Focusing on both the current portfolio and new development, you will utilise your extensive fundraising knowledge and leadership experience to develop and implement multi-channelled, donor centric campaigns. You will manage a broad portfolio of fundraising strategies that include but are not limited to: direct mail appeals, fundraising events, campaign donations, supporter journeys, community fundraising.

DUTIES & RESPONSIBILITIES

Strategy & Planning
<ul style="list-style-type: none"> • Develop and implement the Individual Giving and Community Fundraising strategy to achieve sustainable revenue and donor growth. • Monitor ongoing performance of the fundraising strategy, providing analysis of results, including performance against revenue targets and registration/participation targets, recommending areas for improvement and identify avenues for further development. • Monitor the fundraising budget and monthly reporting, ensuring targets for operations expenditure and donor involvement are met or exceeded. • Manage, advise and utilise all relevant web and digital based events solutions for the generation of optimal levels of additional income. • Implement a holistic and segmented supporter journey to increase retention • Keep abreast of competitor activity, new trends, tactics and channels being adopted within the industry. • Other duties as required to support the fundraising team
Data
<ul style="list-style-type: none"> • Manage data segmentation strategies and prepare data extractions and analysis • Lead quarterly data HealthChecks • Drive the development of donor insights and analysis to inform strategy and decisions • Oversee detailed post campaign analysis for each activity • Work with the Database team to set up regular reporting and dashboards to manage program performance. • Implement policies and processes to manage the fundraising programs
Individual Giving
<ul style="list-style-type: none"> • Develop and oversee implementation of a multi-channelled cash donor strategy to drive revenue growth

- Develop and implement an annual Direct Marketing Communications Plan
- Oversee coordination of all direct marketing communications, including cash appeals, acquisition, and retention activities, across single and regular giving donors.
- Manage income and expenditure budgets and forecasts for all individual giving programs
- Produce and monitor timelines for each campaign to ensure they are executed on time
- Direct and manage external agencies and suppliers to execute the DM strategy to meet agreed budgets and timelines.
- Develop and maintain processes and procedures to ensure internal capability is efficient, meeting best practice and continuously improved.
- Ensure integration with other departments, so that the donor journey is always logical

Community Fundraising

- Work closely with the Community Fundraising Officer to manage and execute existing flagship Kidney Health Australia campaigns to increase net revenue and participation rates, including but not limited to: Kidney Kar Rally, Red Socks Appeal, Big Red Kidney walk
- Develop and oversee the implementation of a strategy to increase the number of annual community fundraising events and community fundraisers
- Mentor and support Fundraising Officers to maximise their fundraising efforts
- Provide advice and assistance (where relevant) with insurance and other legal requirements for holding community fundraising events
- Leverage KHA volunteers to support community fundraising efforts
- Identify and promote existing third party community fundraising events (e.g. Run Melbourne, City to Surf) to the Kidney Health Australia (KHA) community fundraising community

Stewardship and retention

- Develop and implement a stewardship framework to thank and recognise community fundraisers and participants in community fundraising events
- Develop and implement the integrated supporter journeys for all new and existing supporters
- Oversee development of donor care communications and initiatives
- Develop and manage all donor care communications and initiatives including newsletters, thank you communications and email updates
- Ensure quality control on all donation processing, receipting and recognition

Leadership

- Lead and mentor staff on fundraising
- Implement and monitor equity, diversity, child safe policies and procedures within areas of delegation. Ensure all regulatory requirements are satisfied to the highest standard.
- Recruit, train and supervise volunteers
- Participate enthusiastically in all Kidney Health Australia awareness, fundraising and promotional events as a team member
- Whilst the major responsibilities of the role are indicated in this position description, the Fundraising Manager will incorporate general office administration and assistance to the whole team as required

SKILLS & EXPERIENCE

Essential

- Previous fundraising and/or marketing experience of at least 5 years, ideally within a not for profit organisation.
- Proven track record of successful income generation
- Demonstrated experience developing and executing successful fundraising campaigns including appeals, regular giving conversion and acquisition, community fundraising and donor journey's
- Experience segmenting and targeting data for successful fundraising campaigns
- Well-developed analytical skills with an ability to calculate/assess costs, risks and benefits for the fundraising program.
- Budget management skills
- Understanding of the NFP sector and best practise fundraising
- Analytical with a proven ability to make data-driven decisions

Highly Desirable

- Proven ability to set and meet fundraising objectives including demonstrated results in donor/customer acquisition and retention
- Strong understanding of donor/customer relationship management databases
- Experience in developing direct marketing strategies and plans
- Experience of community fundraising programs and platforms
- Strong campaign management and project management experience
- Experience in product development within a fundraising environment
- Demonstrated skills in relationship building, business management (including budget setting and tracking) and strategic thinking and execution
- Strong relationships and an established network in the not for profit sector
- High level written and oral communication skills
- Ability to work under pressure and meet tight deadlines
- Bachelor's in business, marketing, communications or similar
- An ongoing commitment to professional development

Other

- Current driver's license
- Must have Police record check and / or Working with Children's check
- Member of FIA and adherence to professional Code of Ethics