

## POSITION DESCRIPTION

**POSITION TITLE:** Fundraising & Partnerships Manager - 12 months mat Leave contract

**REPORTS TO:** CEO

**DIRECT REPORTS:** Fundraising assistant, Casual and Contract Staff, Volunteers where applicable

### POSITION SUMMARY:

The Fundraising and Partnerships Manager will liaise directly with CEO and staff to ensure effective and efficient integration of all fundraising efforts and to ensure avenues are in place for maximum revenue return. This position also works with any contractor working in this area in an advisory capacity.

The fundraising aspect of the role is required to develop, maintain and grow fundraising strategies including, but not limited to, our current motoring and corporate events; sponsorships and corporate partnerships; workplace and regular giving; donor acquisition, retention and cultivation; assist and manage third party fundraisers; foundations and grants bodies; community collections; online giving; and bequests.

This position is a member of the National Fundraising Committee of Variety Australia.

### KEY RELATIONSHIPS:

| Internal  | External  |
|---|---|
| <ul style="list-style-type: none"> <li>• CEO</li> <li>• VV managers and staff</li> <li>• Board committee members</li> <li>• Variety Australia and other state fundraising and marketing personnel</li> <li>• Marketing Manager</li> </ul> | <ul style="list-style-type: none"> <li>• Fundraising volunteers and event entrants</li> <li>• Donors, including trusts and foundations</li> <li>• Suppliers</li> <li>• Corporate partners and sponsors</li> <li>• Media as appropriate</li> </ul> |

### POSITION:

| Key Result Area       | Major activities   | Performance Assessment Methods  |
|-----------------------|--|---|
| Strategy and planning | <ul style="list-style-type: none"> <li>• Develop, implement and maintain a detailed Fundraising Plan to grow and supplement our current revenue streams with a focus upon new and</li> </ul> | <ul style="list-style-type: none"> <li>• Completion of annual fundraising plan</li> </ul> |

| Key Result Area                         | Major activities  | Performance Assessment Methods   |
|---|---|--|
|   | <p>sustainable cashflow sources.</p> <ul style="list-style-type: none"> <li>Research and develop donor acquisition and retention strategies in a two year plan for campaigns, appeals, regular giving and other associated activities with an emphasis on increasing revenue (including a long term growth strategy) target donor audiences as outlined in the organisations strategic plan and strategic marketing plan</li> <li>Research and develop sponsor acquisition and management plans</li> <li>Develop Fundraising Department budget in association with CEO and Finance Department</li> <li>Plan marketing and communications collateral for all fundraising activities in conjunction with the marketing Manager</li> <li>Maintain records and report on monthly progress</li> </ul>  | <ul style="list-style-type: none"> <li>Fundraising budget is review on a regular basis and report any YTD discrepancies</li> <li>Monthly board reports submitted to inform CEO and inform Board.</li> </ul>  |
| Donor development and management        | <ul style="list-style-type: none"> <li>Implement donor acquisition strategies that ensure a consistent flow of income from: <ul style="list-style-type: none"> <li>Appeals including telemarketing</li> <li>Digital fundraising campaigns</li> <li>Regular giving</li> <li>Bequests and Variety Foundation</li> <li>Employee Giving/Workplace Giving</li> <li>Major gifts and individual giving and other associated activities.</li> </ul> </li> <li>Development of donor management strategies through the use of ThankQ database</li> <li>Implement donor recognition plan including personal contact with donors, coordination of thank you events and other related tasks</li> <li>Develop proposals and actively seek support from potential sponsors for campaigns, appeals, events, Variety operations and new initiatives</li> </ul> | <ul style="list-style-type: none"> <li>Achievement of annual and individual campaign financial fundraising targets \$\$ (to be determined with in budget)</li> <li>Further growth in developing donor profiles and management through the ThankQ database</li> <li>Growth of regular givers</li> <li>Achievement of donor acquisition and retention targets number to be determined</li> <li>Third party suppliers have all requirements.</li> </ul> |
| Variety event and community fundraising | <ul style="list-style-type: none"> <li>Production of online fundraising resources for staff to support individual event entrants on our motoring events</li> <li>Oversee the Fundraising Assistant's role to support all aspects of events</li> </ul>   | <ul style="list-style-type: none"> <li>Positive feedback from partners and colleagues.</li> </ul>  |

| Key Result Area                                  | Major activities   | Performance Assessment Methods   |
|--|--|--|
|  | <p>based fundraising including raffles and auctions.</p> <ul style="list-style-type: none"> <li>• Advise event staff on Variety fundraising activities (e.g. Golden Heart collection boxes) that support event entrant fundraising</li> <li>• Manage existing and develop new relationships with community fundraisers</li> <li>• Support the efforts of community fundraisers through the development and implementation of community fundraising kits, regular communication and recognition</li> <li>• Oversee community fundraising activities to ensure they meet Variety's Terms &amp; Conditions</li> </ul>   |  |
| Trusts, foundations and grants                   | <ul style="list-style-type: none"> <li>• Identify and prepare grant applications for Trusts and Foundations that support the organisation's programs</li> <li>• Monitor reporting and acquittal requirements of all Trust and Foundation grants</li> </ul>   | <ul style="list-style-type: none"> <li>• Applications submitted according to organisation needs</li> </ul>   |
| Corporate partnership development and management | <ul style="list-style-type: none"> <li>• Build relationships with new corporate partners and managing current corporate partners, aimed at securing a contribution in line with targets</li> <li>• Actively seek new sponsors to support events, initiatives and Variety operations</li> <li>• Manage charity of choice relationships and liaise with relevant departments when required</li> <li>• Manage ongoing relationships and activities with national partners located in Victoria</li> <li>• Identify new fundraising initiatives and partners</li> <li>• Management of National Partners and Sponsors including meeting all terms and acquittal requirements.</li> <li>• Communicate marketing agreements and requirements for national and local partners to Marketing Manager</li> </ul> | <ul style="list-style-type: none"> <li>• Growth in the numbers of new partnerships and sponsorships developed</li> <li>• Existing corporate partnership renewals</li> <li>• Evidence of 2-3 new corporate volunteer activities</li> <li>• Working with National Fundraising Committees to ensure all KPI's are met.</li> </ul> |
| Executive and                                    | <ul style="list-style-type: none"> <li>• As a member of the National Fundraising Committee, collaborate with</li> </ul>  | <ul style="list-style-type: none"> <li>• Timeliness and accuracy of reports</li> </ul>   |

| Key Result Area                           | Major activities   | Performance Assessment Methods  |
|---|--|---|
| committee support                         | fundraising and marketing personnel from other Variety Tents and Variety Australia, to ensure VV's fundraising and marketing activities are aligned with national strategies and initiatives   | <ul style="list-style-type: none"> <li>Evidence of alignment with national campaigns and sponsors.</li> </ul>                       |
| Internal Communications                   | <ul style="list-style-type: none"> <li>Work collaboratively with the Marketing Manager to develop digital marketing campaigns, promote community fundraising and Variety event fundraisers</li> <li>Effectively communicate with staff, volunteers, committees and other stakeholders and coach/guide them on any activity required</li> </ul> | <ul style="list-style-type: none"> <li>Positive feedback staff members</li> <li>Evidence of working with VV staff and VA</li> </ul> |
| Other                                     | <ul style="list-style-type: none"> <li>Keep up to date with current research and best practice methods in donor management and acquisition</li> </ul>  |   |
| Team Involvement and organisation culture | <ul style="list-style-type: none"> <li>Actively embrace and demonstrate commitment to the organisational values</li> <li>Develop and maintain supportive and collaborative relationships within and between work teams</li> </ul>  | <ul style="list-style-type: none"> <li>Positive feedback received through performance review and culture survey</li> </ul>          |

#### FINANCIAL AUTHORITY:

| Activity  | Limitation    |
|---|---------------|
| Purchases, payments and reimbursements with approved suppliers        | Up to \$5,000 |
| Incidental purchases for department activity (non-approved suppliers) | Up to \$500   |
| Enter contracts or supplier agreements for goods and services         | Up to \$5,000 |
| Internal Transactions (Soft Credits)                                  | Up to \$5,000 |
| Engage casual or contract staff                                       | Nil           |
| Enter Revenue Agreements (partnership, sponsorship, grants)           | Nil           |
| Setting Revenue Charges (fee for service)                             | Nil           |
| Waiver of Debt  | Nil           |
| Investing or Borrowing  | Nil           |

| Activity        | Limitation |
|-----------------|------------|
| Asset Write off | Nil        |

**DECISION-MAKING AUTHORITY:**

| Has authority to  |
|---|
| <ul style="list-style-type: none"> <li>• Make decisions related to operational implementation of agreed project / campaign strategies and goals.</li> <li>• Initiate fundraising activity for third party event entrants e.g. entrant web pages, corner collection permit applications, etc.</li> <li>• Sign off marketing and communications collateral for third party entrant fundraising activity (in consultation with Marketing Manager)</li> </ul> |