

fundraising strategy & business development director

- **Work with the leading agency in Australia's \$12.5 billion fundraising industry**
- **Be an industry leader through Pareto in this high-profile strategic role**
- **Lead household name charities, NGO's and NFP's to make the world a better place**
- **Overseas candidates welcomed to apply – Sydney CBD based**

The Organisation

Pareto Fundraising is a full-service direct response marketing agency specialising in the charity and the broader not-for-profit industry in both Australia and New Zealand. Via in-house subject specialists Pareto creates highly targeted data driven integrated campaigns designed to strengthen existing supporter bases and engage new audiences.

In the past 16 years Australia and New Zealand's most successful charities have engaged Pareto to provide unparalleled sector intelligence, donor behavioural insights, data-led strategic guidance, world-class creative and the enthusiastic partnership of a team that shares their client's purpose. In the sector Pareto has unparalleled experience and is well known for constantly innovating, challenging and pushing boundaries. Pareto is part of the IVE group - Australia's most innovative and diversified communications business.

Benefits and culture

- Progressive flexible workplace driven by vision, innovation and best practice
- Career path opportunities provided by the broader IVE Group

The Role

This is a newly created position with the scope to make a significant impact in the sector. As a member of the senior management team your sole responsibility will be to promote the very real benefits of adopting Pareto's best practice strategies and services. As a sector leader you will be responsible for working with clients and prospective clients to develop strategic fundraising frameworks.

Critical to the success of this position is the ability to engage, review and challenge the fundraising practices within charities via your attuned fundraising, direct response and sales knowledge to develop client specific business development plans maximising opportunities for future business.

Building a pipeline of prospective and existing clients you will ensure financial and share of wallet targets are achieved. Importantly you will train and engage Pareto staff to build an in-house culture around the sales, business development and client retention process.

You will represent the company at conferences, forums, workshops and webinars presenting case studies, trends, benchmarking and Pareto products. You will also maintain an in-depth understanding of the NFP and fundraising landscape to enable Pareto to drive innovation.

Skills Required

You are a business development driven senior executive, leading a diversified fundraising program as senior leader, director of fundraising/development or direct marketing manager. Or, you're in a client director or business development function in a direct response, marketing, technology or fundraising consultancy where you are developing and leading client relationships.

Whatever your background you are an inspirational human being with the confidence to take on this industry leading high-profile position. You have business acumen coupled with a values-driven consultative style which supports best practice performance to establish long-term sales strategies and results.

If making the world a better place is a career and personal goal then please send your CV in MS word format and cover letter, responding to the skills required above, to cv@ngorecruitment.com quoting 34537 or call Richard Green in Sydney on +61 (0)2 8243 0570 to discuss your interest.