

## Position Description

<b>Position</b>	Manager, Fundraising & Communications
<b>Reports to</b>	Executive Directors
<b>Direct Reports</b>	2 x Communication Coordinators (0.6FTE each) 1 x Fundraising Officer (TBC)
<b>Hours</b>	FT or 0.8 (FTE) will be considered
<b>Date</b>	August 2021
<b>Contract Length</b>	12 months

### Position Objective:

An exciting opportunity exists to join the Big Group Hug Team. The Manager, Fundraising & Communications provides leadership and strategic direction across marketing and communications, strategic partnerships, fundraising and bequests.

The Manager Fundraising & Communications will develop and implement donor engagement strategies and fundraising activities for all donor segments, including appeals, acquisition, retention, stewardship and identifying and cultivating major donors and bequests.

Reporting to the Executive Directors, the successful person will have proven success collaborating across an organisation to make a mission driven impact. You will be a self- starter, with the drive, vision, and networking ability to build new income streams from scratch.

### About Big Group Hug

Big Group Hug is a volunteer-driven, not-for-profit organisation founded in 2014. Based in the northern suburbs of Melbourne, Big Group Hug supports vulnerable and disadvantaged families in need, by providing new and pre-loved goods to help these families care for their children, aged from newborn to 16-year-old.

Our core belief is that all children deserve the best start in life, so for us, the child is the focus of everything we do. Our team is made up of over 300 individuals/volunteers who are determined and committed to assisting every family who asks for help.

### Key Responsibilities:

The role is responsible for developing and executing our Fundraising Strategy to drive the long-term sustainability of Big Group Hug.

- Create an annual fundraising plan to set 3-year fundraising goals across multiple income streams that includes: individual giving, fundraising appeals, regular giving, trust and foundations, major gifts, corporate partnership, community fundraising, and volunteering
- Identify, acquire, cultivate, and steward donors across all levels of giving including individual and philanthropic bodies, securing major gifts from prospects and existing donors;

- Connect and establish local partnerships
- Create communications and marketing materials necessary to support the fundraising plan, as well as regular communications to new and existing donors
- Oversee the donor database, its development and functionality to support the donor journey
- Attend and speak at industry events to engage donors and develop relationships
- Work with the Executive Directors to develop and implement appropriate impact measurement activities for fundraising, and track data and develop reports communicating results as required

### **Key Selection Criteria**

- Proven success in a similar role, with success building and enriching thriving relationships with donors and developing prosperous fundraising strategies across varied channels. This hands-on role will directly manage a portfolio of donors and prospects,
- Strong written and interpersonal skills with demonstrated ability to communicate effectively with donors, colleagues, and stakeholders
- Highly developed relationship management skills with internal and external stakeholders that will include funders, board members and volunteers
- Experience developing and managing corporate partnerships
- Excellent leadership and planning skills, with the ability to report on results and apply a solutions focused and innovative mindset to complex matters
- Online and digital literacy skills including proficiency in office software and digital communication software with the interest in learning new platforms
- Strengths in navigating data and CRM databases to develop the donor journey, (Salesforce experience would be an advantage).
- Ability to lead and inspire others, while contributing to and promoting a positive, happy, energetic, and productive workplace
- Ability to work effectively under pressure and maintain composure in a fast paced and rapidly changing work environment.

In return we offer our eligible employees real and meaningful benefits such as.

- Flexible working conditions
- Rare opportunity to work with passionate, like-minded people who enjoy being a part of an organization that makes a difference within the Australian community