

# Position description



<b>Position title</b>	Donor Relations Manager
<b>Position reports to</b>	Donor Development Lead
<b>Work level</b>	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/>
<b>Group and team</b>	Fundraising
<b>Location</b>	Onsite at the Hub in Melbourne CBD or Hybrid
<b>Employment type</b>	Fixed Term
<b>Direct reports</b>	2

## Why choose Beyond Blue

Beyond Blue has been providing supports and services to people in Australia for over 20 years.

We are Australia's most well-known and visited mental health organisation, focused on supporting people affected by anxiety, depression and suicide. We are inspired by our vision that 'all people in Australia achieve their best possible mental health' and are driven by our mission to work with the community to improve mental health and prevent suicide.

We aim to achieve this through three strategic priorities:

1. Promoting mental health and wellbeing
2. Being a trusted source of information, advice and support
3. Working together to prevent suicide

At Beyond Blue the community is at the heart of everything we do.

By joining our team you'll be involved in meaningful work, collaborating with a cross-section of colleagues, partners, and community right across Australia. We offer our team opportunities to support and learn from one another, build capabilities, celebrate successes along the way, and generous not-for-profit salary packaging options.

Your mental and physical health are important to us – we offer a range of wellbeing initiatives, including an Employee Assistance Program, a comprehensive Flexible working policy, ensuring you have safe and effective ergonomic support no matter where you work, as well as employee-led groups and initiatives.

We strive to live our organisational values of **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity** to help create a happy, safe and productive work environment.

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## About the role

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### Role description

The Fundraising and Philanthropy unit manages the philanthropic income generation and engagement with donors and philanthropic partners. Continued focus on income diversification and income growth is essential to ensure Beyond Blue can remain responsive to community needs and enable the fulfilment of our strategic goals. The Fundraising and Philanthropy unit engages with donors, community fundraisers, business supporters, corporate partners, major donors and gift in will supporters.

The Donor Relations Manager will drive the acquisition, engagement, management and retention of Beyond Blue donors and supporters. This role is about developing and implementing a relationship and communications strategy that ensures that donors/potential donors are kept engaged and informed about Beyond Blue's achievements and opportunities to become involved; ensures that they understand they are valued as a key stakeholder in Beyond Blue's future; and ensures they have a positive experience and become champions for the Beyond Blue cause.

The role delivers a high standard of donor management and care, with a strong focus on the development of donor acquisition and regular giving programs, and supporting ongoing core donor renewal activity.

### Key accountabilities

#### Area of accountability

##### Donor Relations / Appeal Management

- Working with the Donor Development Lead, marketing team and external agencies deliver an annual calendar of donor communications and appeals in line with the Fundraising and Development Strategy to maximise supporter growth and retention across multiple channels such as direct mail, telemarketing and digital.
- Prepare detailed internal and agency briefs to develop effective campaigns and donor communications
- Develop and implement a donor journey strategy for the individual giving programs to maximise conversion, upgrade, reactive donors and minimise attrition.
- Deliver comprehensive post campaign reporting and analysis including performance, data insights/learnings and recommendations.
- Manage the implementation of integrated multi-channel donor acquisition campaigns, regular giving and key donor renewal appeals to deliver fundraising revenue and growth goals and maximise ROI.
- Develop and implement a donor relations engagement strategy (including short, medium and long-term goals, acquisition and retention strategies, and donor journeys) to maximise the donor experience and encourage ongoing involvement with Beyond Blue. This includes the development and refinement of a communications calendar for each donor segment.
- Work with the Donor Development Lead to develop and implement a regular giving strategy to maximise growth and retention.

- Manage the selection of existing donors and the import and export of donor data within the fundraising database/CRM. Ensure appropriate allocation and tracking of appeals, communications and income relative to donor appeals. Monitor data integrity to ensure valid reporting on appeal performance.
- Use analytics, research insights and feedback to identify opportunities for innovation and improvement across donor relations products.
- Work with the marketing team to develop content and other assets to support donor relations activities.
- Report on and evaluate all acquisition and retention programs and fundraising progress.

**Leadership**

- Implement and deliver the annual team work plan within agreed budgets and timeframes, to stakeholder satisfaction.
- Monitor and revise accurate revenue and expenditure budgets. Report on the progress of appeals, recognise barriers and opportunities, and find effective solutions.
- Assess, monitor, report on and mitigate risks related to the donor relations product portfolio.
- Work with other Fundraising unit members to ensure a high quality, customer-oriented service is provided to the whole organisation.
- Build and maintain collaborative and effective relationships with colleagues across Beyond Blue.
- Motivate and manage a team of 2-4 staff, including resource planning, developing staff work plans, professional development and biannual performance reviews.
- Provide timely, relevant and adaptable leadership and support for team members.

**Key stakeholders**

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**Internal**

- Close working relationships with all Fundraising and Philanthropy Unit members.
- The role also works closely with various members of the Community and Partnerships unit, the automated marketing unit and team members managing the organisation’s CRM.

**External**

- Close working relationships with fundraising suppliers.

**What we are looking for**

**Capability**

Of the eight capabilities listed in our [capability framework](#), the following behaviours are critical for role success (must already be demonstrating at the expected competence to step into the role)

**Communication**

- Communicates and presents confidently and regularly with employees, community members and other stakeholders to gain their commitment; translates specialist knowledge into common language
- Uses storytelling to inform others, motivate action and influences stakeholders by connecting rationally and emotionally
- Negotiates from an informed and credible position and presents persuasive counter arguments; Isn't afraid to have the tough conversations
- Creates opportunities for others to be heard and bring their point of view, encouraging robust, respectful debate
- Clearly articulates the Beyond Blue vision and upholds the brand and establishes own credibility, integrity and personal brand in interactions

#### **Community centricity**

- Uses human centred or relevant design experience approaches to create and or support meaningful service improvements or service excellence
- Competently advocates for mental health and suicide prevention services and information, empathically putting community at the heart of all we do
- Emphasises importance of community and stakeholder relationships over products and solutions with commitment to strengthen and maintain trust and demonstrates integrity
- Is aware of unintentional biases or power dynamics and takes steps to reduce bias in interactions and call out undesirable behaviours
- Factors in an external perspective to drive internal process design

#### **Innovative mindset**

- Proactively seeks out alternative ways to improve the quality, cost effectiveness and overall value add and service excellence for Beyond Blue's services
- Builds a work environment that encourages calculated risks, experimentation, and iteration, working collaboratively to explore new approaches and provide input to problems.
- Brings together diverse groups of people to bridge siloes, broaden thinking and start a dialogue
- Translates creative ideas into business improvements or practical solutions, facilitating implementation and change
- Bounces back quickly from adversity or failed ideas and takes steps to learn from mistakes to make future improvements

#### **Digital discovery**

- Establishes digital protocols and works effectively within a hybrid team
- Actively embeds digital strategies and promotes the use of technology and digital tools in day-to-day activities to better manage services and processes
- Applies appropriate consideration of data governance, legal security and privacy issues, and creates new opportunities for data information sharing
- Demonstrates a strong understanding of the importance of cyber security
- Ensure fit for purpose cross-functional processes drive technical solutions

#### **Partnering**

- Oversees program delivery and ensures partnering activities are informed by Beyond Blue's vision, values and strategies to achieve high quality

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outcomes Keeps partners and stakeholders accountable for delivering on contractual requirements through reporting insights and regular forums to communicate

- Identifies opportunities and actively looks for synergies across initiatives for cross-functional collaboration and partnership development
- Works with partners to contribute to the mental health and suicide prevention knowledge base; manages and deepens the relationship to become a trusted partner and knows how and when to escalate issues
- Has strong financial literacy with ability to manage budgets and apply commercial processes to make appropriate judgements
- Understands how to successfully navigate the complexity of the organisation and broader sector's ecosystem and operating environment

### **Agility**

- Applies principles of agile mindsets and tools to projects, tasks and collaborations; coaches others to implement agile mindsets, practices and risk management processes
- Creates a clear road map for change to improve community outcomes; anticipates barriers and endures uncertainty without becoming negative
- Applies enterprise mindset to work prioritisation and resource allocation; sets realistic timeframes and manages competing projects or changes. Prioritises and aligns projects to business strategy, managing budget, team capacity and resources
- Is nimble and innovative in contract management by identify new strategies and tactics for continuous improvement and services excellence
- Conducts retrospectives to evaluate change for continuous team improvement

### **Critical thinking**

- Contributes to setting team strategy and converts strategy into an actionable plan. Translates the Beyond Blue vision and strategy to team objectives, activities, and individual goals
- Solves problems with an enterprise approach, working across the business to break down work and identify the resources required for the right capability and capacity
- Identifies inconsistencies, biases and errors in reasoning when leveraging data-driven insights to make decision
- Proactively identifies risks and mitigation paths when developing or contributing to strategy, planning or problem solving
- Applies systemic thinking to understand the root cause of a problem before developing new insights and approaches with stakeholders

### **Leading**

- Is bold and courageous in setting team direction, providing clear expectations on target and stretch goals. Adopts a growth mindset when working with others
- Embraces diversity and demonstrates inclusive leadership; works to recruit, develop, engage and retain talent and creates a culturally safe atmosphere
- Takes responsibility for assigning workloads, monitoring resources and workflows, ensuring team goals are delivered within deadlines

	<ul style="list-style-type: none"> <li>• Adapts coaching style to suit the situation, empowers others and is approachable in providing and receiving timely constructive feedback</li> <li>• Holds regular performance conversations and creates two-way feedback channels to drive improvement; recognises and deals with underperformance effectively</li> </ul>
<p>Selection criteria</p>	<p><b>Education/qualifications</b></p> <ul style="list-style-type: none"> <li>• A tertiary qualification in a related discipline is essential (fundraising, marketing, communications, business development).</li> </ul> <p><b>Knowledge/skills/experience</b></p> <p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• A strong knowledge of principles and methods of fundraising and philanthropy, and an understanding of donor/fundraiser motivations to give.</li> <li>• Demonstrated experience in direct and digital marketing in a role with income-generating responsibility.</li> <li>• Demonstrated experience designing and implementing multi-channel supporter journeys, loyalty and building lifetime value.</li> <li>• Proven experience in project management, including planning, resource identification and coordination, task and activity monitoring, risk and issues management, reporting and overall delivery against defined objectives and agreed outcomes.</li> <li>• Proven experience in managing a regular giving program, including acquisition and retention strategies.</li> <li>• A solid understanding of CRM, donor management systems (Salesforce an advantage) combined with proven ability to understand data segmentation and reporting.</li> <li>• Experience in the application of marketing, digital communications and branding principles to fundraising appeals and campaigns, including experience working with experts in the above-mentioned disciplines.</li> <li>• Experience preparing and monitoring budgets against agreed targets, and reporting to management and Board on financial progress.</li> <li>• Strong written and verbal communications skills, with an eye for detail and an understanding of donor communications.</li> <li>• Adopt an agile leadership approach. Be responsive, timely and flexible in your work and resource allocation, and embed the Beyond Blue values and Ways of Working culture.</li> <li>• Proven ability to work with the community (including donors), ensure community insights are captured to inform decision making and program delivery, and operate in a community centric way when managing fundraising activities.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Advanced negotiation and interpersonal skills, adaptable to a complex professional environment.</li> </ul>

- Proven relevant experience in a fundraising management position within the not for profit/marketing/communications management sectors, including managing stakeholder relationships.

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## Additional information

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### Fairness and equality

#### Health, safety and wellbeing

Beyond Blue is committed to ensuring the physical and psychological health and safety of all employees, contractors and other people involved in our business activities. Our people are expected to comply with our Health, Safety and Wellbeing policy.

#### Equal opportunity

Beyond Blue is an equal opportunity employer. All employees have a responsibility to be familiar with and adhere to the organisation's policies and procedures.

#### Cultural competency

Beyond Blue strives to maintain a culturally competent and inclusive workplace. All employees are expected to undergo regular cultural competency training as part of their professional development plans.

#### Employment is subject to:

- a current Police Record Check
- proof of the right to work in Australia.