



**HUMANE SOCIETY
INTERNATIONAL**

AUSTRALIA

JOB DESCRIPTION

Position Title	Fundraising Manager
Reports to	CEO
Positions Managed	3. Database Manager, Fundraising Coordinator, Office Administrator/Supporter Relations Coordinator
Job Type	Full-time
Location	Avalon, NSW office and work from home on a hybrid basis
Salary	\$100 - 105k depending on qualifications, plus superannuation
Approved:	September 2023

The organisation

Humane Society International (HSI) Australia is affiliated with the broader HSI network—an international animal welfare and conservation charity dedicated to creating a world where people treat animals and nature with respect and compassion. HSI Australia has been operating for more than 25 years ago with its office located in Avalon on Sydney's northern beaches.

The role

As the Fundraising Manager in a small and dynamic organisation you will be responsible for the execution of the individual giving growth strategy and the development of new channels and systems to optimise our long-term fundraising revenue and ROI.

You will have broad multi-channel fundraising experience and be looking for the next step in your career development. The ideal candidate will be passionate about our vision, have a strong track record in developing and executing successful individual giving acquisition and retention campaigns and thrive on continual learning and achieving results.

You will be confident in creating long-term growth and retention strategies, developing fundraising investment business cases and presenting to the Board. In this role, you will manage a small team helping to ensure targets and deadlines are met and systems are optimised and integrated. Your work will involve close collaboration with the campaigns team and external agencies to achieve high-quality results and fundraising performance

in line with the budget. You will report to the CEO and be part of the organisation's leadership team.

Position Objective

Grow HSI Australia's fundraising income, acquire new donors and nurture existing donors, and oversee a small team to deliver excellent donor experiences.

Key stakeholders

Board of Directors, Chief Executive Officer, Finance Director, Head of Campaigns, Communications Manager, external agencies and three direct reports.

Main Duties and Responsibilities

Develop, execute and track fundraising budgets including strategic investments to grow fundraising programs.

Oversee the long-term acquisition investment for growing the Animal Defender monthly regular giving program.

Develop and implement a multi-year strategy for Philanthropy programs—Gift in Wills, Major Donor, Trusts, Foundations and Partnerships.

Manage and enhance the existing mail appeals and newsletter program to optimise engagement and results.

Produce detailed, regular reporting for the CEO, Finance Manager and Board on fundraising campaign outcomes against budgets.

Work closely with the Communications Manager and Digital Marketing/Social Media coordinator to promote fundraising messages and objectives across all channels.

Using a holistic approach for integrated campaigns including front and back-end processes to optimise outcomes, analysis and reporting.

Work with external agencies to develop and optimise fundraising programs.

Manager and mentor a small fundraising team.

Work collaboratively with the campaigns team to optimise donor engagement.

Adhere to HSI policy and procedures.

Maintain a safe workplace.

Qualifications

Relevant tertiary or professional qualifications in marketing, fundraising, business or similar desirable.

Experience

5+ years' fundraising experience, ideally in a management role.

Demonstrated experience of creating and executing fundraising investment strategies, including business case modelling and Board approvals.

Proven track record of optimising and integrating systems to improve efficiencies and ROI.

Working with multiple CRMs (ideally Salesforce) and digital platforms.

Proven ability to work independently and prioritise effectively.

Skills

High-level communication and interpersonal skills.

Highly collaborative and able to build excellent relationships with all stakeholders.

Ability to be hands-on executing strategies as well work at a high strategic level

Demonstrated staff leadership and mentoring.

Excellent analytic skills and demonstrated ability in using data to deliver results.

Excellent attention to detail.

Demonstrated experience with multi-channel fundraising programs (Individual giving, Philanthropy, Partnerships)

Selection Criteria

Please address each of the following points, demonstrating experience or each, in a cover letter with your application.

- Experience in a fundraising management role involving growing and retaining individual donor programs and philanthropy programs.
- Track record for creating, developing and executing fundraising strategies to deliver growth.
- Aptitude for holistic approach to achieving outcomes including front- and back-end processes and integrations.
- Experience in collaborating and building trust with internal and external stakeholders.
- Ability to manage and mentor a small team.

To apply please submit a cover letter, resume and statement addressing the selection criteria to Caroline Pattison at cpattison@hsi.org.au by 17 November 2023.