

Position description

Position Title	Fundraising Manager
Employment Status	Part-time (3-4 days per week).
Location	Hybrid (Melbourne-based preferred)
Position reports to	CEO
Direct Reports	-
Primary objective	<ul style="list-style-type: none">▪ To drive income generation through fundraising, including but not limited to direct mail and stewardship of donors▪ To drive the bequest strategy▪ Develop digital, philanthropic and pro-bono fundraising opportunities
Date Reviewed	January 2024

CONTEXT

Children First Foundation (CFF) is Australian charity that believes every child is entitled to quality surgical care when needed irrespective of where they were born.

Children First Foundation is a charitable organization based in Australia (Melbourne) dedicated to facilitating life-changing surgery for disadvantaged children from developing countries. With fundraising driving our outcomes, we are committed to making a positive impact on the lives of children through various programs and initiatives.

It is an exciting and opportunistic time to join Children First Foundation. The Board, CEO and team are about to enter a new strategic planning process to treat more children in Australia and overseas.

Children First Foundation is seeking an experienced and motivated Fundraising Manager to join our small but dynamic team. The Fundraising Manager will play a vital role in generating fundraising revenue by leading and managing all aspects of direct marketing campaigns, donor engagement, and fundraising initiatives. The successful candidate will work closely with the CEO, Marketing and Communications Manager, and external partners to achieve our fundraising goals and support our mission.

The role will also oversee digital fundraising and identify other streams of philanthropic, pro-bono, income, and in-kind support. The successful candidate will be able to manage current fundraising and communication digital tools and databases (iMIS, Raisley and Campaign Monitor) and maximise their data and automation possibilities.

We seek a passionate and proven fundraiser with strong direct mail income generation and IT skills for this diverse hands-on role. The Fundraising Manager will build on previous proven success and thrive on being a self-starter in a small, collaborative and relatively new team. **CFF does not receive any government funding. Hence, the role is pivotal to the sustainability and the realisation of the Foundation's goals.**

The Fundraising Manager has the unique opportunity to directly change children's lives. **You will indeed have the opportunity to make a difference in disadvantaged children's lives.**

HOURS/DAYS

This part-time role (0.6 FTE with a possibility of 0.8 for the right candidate)

Team members work from the office (Bourke Street, Melbourne) one day per week and, from the office or remotely on other days as needed. Work-life balance is promoted.

KEY ACCOUNTABILITIES

Overview:

- Take the lead in developing a comprehensive fundraising business plan, covering donor acquisition and retention strategies, that will create sustainable income and lasting relationships for Children First
- Manage fundraising budgets effectively (via excel), maximising resources for the benefit of the children we serve
- Share children experiences and stories passionately with supporters

Fundraising campaigns:

- Drive planning, evaluation and evaluation of direct mail campaigns (four to eight per annum, including a donor survey) and stewardship of donors, , directly impacting our ability to reach and assist more children.
- Drive digital fundraising to increase donor acquisition and revenue growth, including on-boarding communications
- Drive the bequest strategy activities and Identify potential major donors and individuals interested in bequests, fostering long-term relationships that significantly impact our mission.
- Develop digital, philanthropic and pro-bono fundraising opportunities
- Develop, foster and acknowledge key external stakeholder contractors (design, copyrighting, mail house and fundraising agencies)
- On occasion, in conjunction with the CEO, identify and prepare (and report on) funding proposals and grant applications
- In conjunction with the Marketing and Communication Manager, drive digital fundraising to increase revenue and support their work to improve the website and social media messaging to support fundraising

Database:

- Manage the database (iMIS) to ensure accurate information, supporting the personalised and effective engagement of our donors by employing automation where possible
- Run regular reports on the fundraising platform (Raisley) and database (iMIS) to manage donor acquisition and steward new donors

Stewardship and communications:

- In conjunction with the CEO, steward existing and new supporters, including high-net-worth individuals, major donors, regular givers and bequest prospects
- Develop and implement a comprehensive donor communications plan, ensuring that our supporters feel valued and informed about the impact of their contributions.
- Collaborate with the marketing and communications manager to promote fundraising initiatives, share compelling beneficiary stories, creating an emotional connection with our supporters and increasing engagement.
- In conjunction with the Marketing and Communication Manager, lead and develop a plan to promote, increase community awareness and subsequent support of our Foundation

Representation:

- Represent the organisation on occasion at networking opportunities, events and engagements
- Prepare reports and other material for the CEO and Board Meetings
- Provide support to the CEO and undertake other activities as required

NB: Refer all media and PR enquiries directly to the Marketing and Communication Manager

KEY SELECTION CRITERIA

Knowledge & Skills

- Proven experience in fundraising (5 years+), with a track record in direct mail/marketing campaigns and donor communications (not-for-profit or commercial environment)
- Excellent organisational and leadership skills
- Ability to work collaboratively in a small team environment
- Highly developed relationship-building
- Excellent communication abilities (written and verbal), and a engaging storyteller with attention to detail
- Results-oriented, committed to continual improvement
- Highly productive with an ability to prioritise competing demands in a broad workload, schedule projects and meet deadlines and targets
- Strong IT skills, including excel proficiency, and data management skills
- Understanding of ethical fundraising principles

Desirable

- Relevant fundraising studies (Moceanic, CFRE, etc.), or tertiary qualifications in marketing/sales, customer relationship management or equivalent are highly desirable
- Knowledge of CRM databases and fundraising platforms (iMIS, Raisley and Campaign Monitor highly desirable)
- Experience in preparing successful funding grant submissions
- Budgeting experience
- Current Driver's Licence (but not essential)
- Experience working with children, multicultural communities, and/or working in the non-profit sector

Personal Qualities

- A passion for assisting disadvantaged children
- Donor-focused
- A 'can-do', positive and proactive attitude with the courage to think outside the box, take the initiative and be bold
- Flexible and adaptable
- Honesty, integrity and respect
- A conscientious, professional work ethic and ability to take initiative and speak up to make ongoing improvements
- Ability to work positively and collaboratively as part of a small team, an openness to feedback and an ability to have fun along the way
- An empathetic spirit and an ability to motivate others

WE WANT TO HEAR FROM YOU!

If you are passionate about making a difference in the lives of children from developing countries and possess the necessary fundraising expertise, we invite you to apply for this exciting opportunity.

To apply, please submit your resume and a cover letter detailing your relevant experience and interest in the position to ceo@childrenfirstfoundation.org.au. **Applications will be accepted until 23 February 2024 – But interviews will be held throughout the period, so do not delay.** Join us in creating a brighter future for children in need!

IMPORTANT INFORMATION

This position is primarily located in Melbourne. Travel between the two CFF locations and attendance at events and visits to children, including metropolitan Melbourne, will be required on occasion. Weekend work will occasionally be required.

Children First has a commitment to being a child-safe organisation. CFF's recruitment and selection procedures reflect our commitment to the safety and protection of children in all our activities. As part of the selection process, candidates must undergo a Working with Children's Check and Police Check, familiarise themselves with relevant policies and procedures and sign the Child Safeguarding Policy and Code of Conduct. You will also be required, in work time, to complete child safeguarding training.

Children First is an equal opportunity employer and is committed to providing a safe and healthy environment for staff, ensuring the workplace is free from harassment, bullying and discrimination, and supporting the diverse skills, backgrounds and values of others.

Staff are required to be COVID vaccinated.

Successful applicants are required to disclose any pre-existing illness or injury that you know about which could be reasonably foreseen to be affected by the described work duties. If you fail to disclose such a condition, if employed, you will not be paid compensation for that condition in accordance with s.82 (7) of the Accident Compensation Act.

As the Foundation evolves to meet changing needs, so will the roles required of its staff. Accordingly, staff should be aware that this document might not necessarily represent the full role that the staff member will perform in the long term. This document is intended to provide an overview of the Fundraising Manager's role as of the date above.