

POSITION DESCRIPTION

Position Title	Fundraising and Marketing Manager (12 Month Maternity Leave Contract)
FTE	1FTE – 12 Month Contract
Location	Hannah's House Level 1, 92 Walters Driver Osborne Park 6017
Reporting To	Chief Executive Officer (CEO)

Our Vision

Provide care, comfort and joy for every child with life-limiting or complex conditions and their family.

Our Purpose

Hannah's House supports children with life-limiting or complex conditions and their families to live their best quality of life. We do this by:

- Providing quality care and support from diagnosis through to recovery or bereavement and beyond.
- Bringing joy into the lives of children with life-limiting or complex conditions and their families.
- Collaborating to provide the best paediatric palliative care for children and their families.

We Value

- Integrity – Meeting professional and evidence-based best practice standards and displaying strong moral and ethical principles.
- Determination – Never giving up, no matter how hard things get.
- Collaboration - The power of working together.
- Caring - Listening, connecting, and responding with compassion.
- Kindness – Bringing happiness to others through compassion, respect, and empathy.

Child Safety

Hannah's House as a Child Safe Organisation is committed to protecting the rights of all children particularly those who may be experiencing vulnerability. We value, respect and listen to children to keep them safe, strong and well. We have zero tolerance for child abuse and zero tolerance of any behaviours or attitudes that might cause harm to children.

We are committed to supporting child wellbeing, resilience and safety and protecting children in our work. We apply a holistic view of children's safety and wellbeing and an understanding of child safe practices aligned with the National Principles for Child Safe Organisations. All employees must uphold the principles of the Child Safety and Wellbeing policy and ensure they work within the bounds of the Child Safety Code of Conduct.

POSITION PURPOSE

Reporting directly to the CEO, and leading the Fundraising & Marketing Team, the Fundraising and Marketing Manager is responsible for managing all fundraising and marketing activities for Hannah's House. This is a position that requires dynamic and hands on leadership. The role will be building and diversifying income streams, growing fundraising, creating brand awareness, growing reputation and relationships and managing communication with all internal and external stakeholders. This is a 12-month maternity leave contract so we are seeking someone who will aim to make an impact during their time in the role.

KEY RESPONSIBILITIES

Strategic Direction and Leadership

- Contribute to the successful delivery of Hannah's House vision, strategic and business plans
- Provide leadership across all areas of fundraising and marketing
- Continuously improve the effectiveness of existing fundraising and marketing activities
- Undertake appropriate analysis to relevant trends and developments in the sector and translate these to the vision and purpose of Hannah's House
- Work with the CEO to help deliver and report on progress and outcomes and build a high performing culture across the organisation
- Develop and maintain existing relationships for future growth and development
- Contribute to building cooperation and team morale by setting an example and showing a flexible and responsive approach to delivering department targets

Fundraising and Partnerships

- Manage the annual Fundraising Plan in line with the strategic and business plans and in consultation with the CEO
- Lead the Fundraising & Marketing Team to help grow the following fundraising streams:
 - Trusts and Foundations
 - Corporate partnerships
 - Community fundraising
 - Donor acquisition, engagement and retention
 - Individual and regular giving
 - Bequests and major gifts
- Ensure Hannah's House appropriately plans its current and future activities, represented in plans, budgets and forecasts, to aid the proactive development of Hannah's House to achieve the organisation's goals, objectives, and performance
- Ensure delivery of accurate and timely reporting
- Analysis/interpretation of performance versus budget/targets
- Mitigate and manage risk and financial exposures

Marketing and Communication

- Lead the Fundraising & Marketing Team to manage the development of Hannah's House marketing across the following channels:
 - Digital marketing & communication

- Brand awareness including media and advertising strategies
 - Event marketing & communication
- Analyse and advocate for digital solutions, innovation and improvements in hardware and software for business improvement
- Represent and promote the organisation to networks and liaise with community and national organisations, funding bodies, employer groups and media representatives
- Oversee the production and distribution of marketing and communication collateral
- Plan, implement, execute, and evaluate all forms of communication campaigns

SELECTION CRITERIA

Essential

- Tertiary degree in a relevant discipline and/or relevant equivalent work experience
- Demonstrated experience in planning, budgeting, and reporting on fundraising, marketing, and communication in the not-for-profit sector
- Demonstrated expertise with a CRM (such as Salesforce)
- Ability to work constructively and collaboratively in a team environment
- Proven capacity to work independently and flexibly to achieve set targets within timeframes and within budget
- Excellent verbal communication and interpersonal skills, including the ability to negotiate, be persuasive, develop trust and maintain flourishing working relationships

Desirable

- Relevant knowledge/experience in the delivery of support services in the disability and/or health sector

MANDATORY REQUIREMENTS

- National Police Clearance
- Valid driver's licence
- Valid Working with Children check (or ability to obtain)
- Required to be Australian Citizen or hold relevant Australian work rights

TO APPLY

For a confidential discussion, please contact the Hannah's House recruitment team on [\(08\) 6319 2850](tel:0863192850) or recruitment@hannahshouse.org.au.

If you are ready to apply, please submit your resume and a cover letter here:

<https://www.seek.com.au/Hannah's-House-jobs?jobId=7684002>.