



**koala
conservation
australia**

ROLE DESCRIPTION FUNDRAISING AND BUSINESS DEVELOPMENT MANAGER

(30/1/23 revised 10/07/2024)

Job Title	Fundraising and Business Development Manager
Job Type	Staff – full-time Temporary – contract role with 6-12 monthly review against achievements.
Location	Port Macquarie Koala Hospital and Cowarra Wild Koala Breeding Centre
Supervisor/Manager	General Manager
Organisational Overview	<p>Koala Conservation Australia Ltd (KCA) is one of the leading authorities in koala care, education, conservation and research. It is a not-for-profit organisation and is internationally recognised for its wild koala conservation work. The organisation is primarily run by volunteers and is managed by a Board of Directors who are volunteers. KCA is a company limited by guarantee (ASIC) and a registered charity (ACNC) and has DGR1 status.</p> <p>The organisation operates the Port Macquarie Koala Hospital to care for sick and injured koalas and this facility is open to visitors. The Koala Hospital is a significant tourist attraction within Port Macquarie. The organisation also manages two plantations that cultivate koala food trees and undertakes research in relation to plantation management.</p> <p>During the bushfires of 2019/2020 Koala Conservation Australia received over \$7M through public monies which has enabled the commencement of the world's first Wild Koala Conservation Breeding Program.</p> <p>The Koala Hospital and Wild Koala Breeding Program are publicly funded and must raise funds for their ongoing activities. These funds are primarily raised through donations, shop revenue and the Adopt a Wild Koala program. The use and management of those funds must be transparent.</p>

<p>Role Purpose</p>	<p>The Fundraising and Business Development Manager will be responsible for developing and implementing an ethical and sustainable Fundraising and Sponsorship Strategy for KCA. They will set clear targets to achieve revenue to support the objectives and strategies of Koala Conservation Australia.</p> <p>The Fundraising and Business Development Manager leads the development of fundraising programs and campaigns, other than the Koala Hospital retail shop, support the ongoing operations of the Koala Hospital, the Wild Koala Breeding Program and other research, conservation and education activities of Koala Conservation Australia. They will review, develop, implement, manage and evaluate all existing revenue streams and identify additional opportunities.</p> <p>The fundraising program will follow KCAs fundraising strategy, such as individual donations, regular giving program, adopt a Wild Koala program, as well as development of revenue streams from major donors/high net wealth individuals, trusts and foundations grants, corporate donations and sponsorships, wills and bequests.</p> <p>A key part of the role will be to attract and develop significant corporate partnership opportunities and sponsorship and donation arrangements. The Manager will also identify, apply for and manage grant opportunities as well as developing working partnerships with other not-for-profit or conservation organisations to achieve mutually beneficial outcomes.</p> <p>The role will manage customer relationship management, including development and implementation of CRM system, processes, policies and procedures to underpin the fundraising strategy and implementation. The role will develop policies and procedures in relation to all fundraising activities as well as communicating the strategies and practices to staff and volunteers. They will also be expected to measure and report on fundraising achievements and outcomes.</p> <p>The Fundraising and Business Development Manager will be supported by volunteers to assist in the implementation of a range of activities and to provide customer services.</p>
<p>Key Accountabilities</p>	<ol style="list-style-type: none"> 1. Develop and implement a Fundraising Strategy and set clear, ethical, targeted and measurable operational plans for fundraising activities. 2. Assess the effectiveness of existing fundraising streams and marketing activities to determine and develop further revenue generating opportunities. 3. Develop sponsorship and partnership opportunities and build strong corporate relationships to encourage financial contributions and/or provision of goods and services that assist the organisation achieve its strategic objectives. 4. Develop fundraising programs that address acquisition, retention and loyalty and internal procedures for implementing them, to ensure good donor experience which in turn ensures the financial sustainability of KCA. 5. Develop, manage and promote safe and inclusive fundraising and marketing activities and events.

	<ol style="list-style-type: none"> 6. Develop a customer relationship strategy that may utilise a web-based CRM system to attract, engage and retain financial supporters and enable the position holder to analyse, measure and report on various fundraising programs to optimise revenue for KCA. 7. Work in partnership with the Marketing Coordinator volunteer to ensure ongoing product and services promotion occurs in a timely manner, according to budget and relevant strategies and plans. 8. Develop and regularly review content of KCAs website to ensure it is up-to-date, engaging and functional in delivering good donor experience and financial benefits to KCA. 9. Be an active member of the KCA Management Team and provide monthly fundraising reports and written progress reports on specific programs and recommendations to the General Manager and contribute to the Annual Report to inform of fundraising activities, revenue and effectiveness. 10. Establish a grant monitoring and application strategy to access suitable government and non-government funding opportunities and develop a governance system for grant reporting and acquittal. 11. Develop strong collaborative working relationships with other not for profit (NFPs) and koala organisations to optimise fundraising activities, share resources and expertise to achieve koala conservation objectives. 12. Ensure work health and safety requirements, policies and operating procedures are in place for the organisation, regularly monitored and adhered to at all times within the organisation
<p>Key challenges</p>	<ol style="list-style-type: none"> 1. Working with a team of volunteers who have irregular working hours and maintaining appropriate levels of communication and oversight of them to provide business support to the fundraising portfolio. 2. Developing and operationalising a fundraising strategy and programs on limited resources. 3. Establishing an initial CRM system and working with minimal existing donor data. 4. Understanding a broad range of functions of the organisation, the established procedures, appropriate contacts and operational priorities. 5. Providing timely advice, identifying risks, contributing to decision making and resolving problems. 6. Contributing regularly to KCAs website to provide an automated system that allows on-line orders, payment, renewal and delivery capabilities. 7. Raising KCAs current profile and developing revenue opportunities in state, national and international markets.

<p>Key Requirements</p>	<ol style="list-style-type: none"> 1. Extensive experience in fundraising activities, and achieving targets, particularly in not-for-profit organisations, focusing on successful individual giving, grants, corporate sponsorships and wills and bequests. 2. Experience in customer relationship management and/or customer service delivery and associated systems, preferably in a not-for-profit organisation, including being able to analyse and report on data. 3. Knowledge and understanding of fundraising and marketing strategies. 4. Sound knowledge of Word, Excel and databases. 5. Good organisational and time management skills with the ability to meet deadlines. 6. Excellent verbal and written communication skills. 7. Understanding or experience in working within not-for-profit or volunteer organisations. 8. Measuring and reporting on fundraising programs. 9. Experience in leading a team to deliver organisational outcomes.
<p>Performance Goals</p>	<ol style="list-style-type: none"> 1. High quality financial and operational reports are submitted to the General Manager monthly, or as requested, with analysis and recommendations for action. 2. An annual revenue target is established in consultation with the General Manager and Board and those revenue targets are achieved within the allocated fundraising budget, and any deviations during the year are brought to the General Manager and Board's attention. 3. The organisation's financial position, legislative and regulatory requirements and contractual arrangements are constantly monitored, risks assessed and managed, and where appropriate, referred to the General Manager and Board promptly. 4. Volunteer team member performance is managed on an ongoing basis and issues addressed promptly. 5. Relevant policies and procedures are reviewed annually or as needed, and improvements put in place. 6. There is regular and effective staff and volunteer communication related to the fundraising activities and consultation is undertaken with other key internal and external stakeholders. 7. All fundraising programs and procedures are documented, any contract or agreements are only entered into in accordance with delegations and with the agreement of the General Manager or Board and activities are documented and monitored for performance.

	8. Staff, volunteers, stakeholders and clients are dealt with professionally and respectfully at all times.
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