

See D!fferently.



POSITION DESCRIPTION

<u>TITLE:</u>	Fundraising Team Leader
<u>DIVISION:</u>	Marketing and Fundraising
<u>APPROVED BY:</u>	Executive Manager, Marketing & Fundraising
<u>DATE:</u>	August 2023

MAIN PURPOSE

As one of South Australia's oldest charities, we have a long history of making our state a better and fairer place for people who are blind or vision impaired. Our services and technologies have evolved to meet client needs but our sense of purpose remains, as does our reliance on fundraising and philanthropy to fund our wide range of programs.

Our Fundraising Team Leader is a senior management role with responsibilities for engaging meaningfully with our existing supporters, looking for ways to appeal to new supporters, and developing fundraising plans and activities that resonate with our brand, give meaning to our work and allow us to generate funds to allow us to deliver guide and assistance dogs, a range of eye health programs and bring new technology to clients.

PRINCIPAL ACCOUNTABILITIES AND DUTIES

- To take a holistic approach to fundraising and philanthropy, leading the development and management of annual fundraising plans and development of longer-term strategy.
- To be a leader in the organisation, working within the Senior Management Team to gain buy in from others for fundraising efforts, as well as leading a small team of fundraising professionals.

- To develop and manage a wide range of fundraising activities, including campaigns and appeals, regular giving, bequests, corporate programs, events and community fundraising.
- To nurture existing supporters and develop new approaches for developing long lasting and meaningful relationships with individual and corporate donors and partners.
- To confidently manage data analysis, budgets, project plans and various agencies, seeking always to produce great work with impact and a strong return on investment.
- To represent See Differently at networking opportunities, events and in partnerships, with an ability to speak passionately and compellingly about the work we do.
- To ensure See Differently's fundraising is conducted in an ethical way, in line with industry standards and regulations and all internal policies.
- To bring curiosity and ideas to See Differently, challenging the way we do things and looking for improvements.

Duties

- Work with the Executive Manager Marketing and Fundraising and the team to produce fundraising campaigns and appeals that promote the work of See Differently and grow fundraising income. Ensure that campaigns are analysed for impact, effectiveness, and continuous improvement.
- To work with the Executive Manager Marketing and Fundraising on donor lifetime journey model, incorporating acquisition, community engagement, communication, and acknowledgment.
- Run a regular program encouraging donations in wills (bequests) and be the primary contact for ensuring bequests are processed.
- Manage See Differently's regular giving campaign, ensuring the offer is contemporary and compelling, that givers feel like part of the See Differently community and growing the revenue from monthly regular donations.
- Run the Corporate Partners Program, further developing the packages available, building relationships with current and potential partners, and growing revenue in this area.
- Provide the Executive Manager Marketing and Fundraising with regular reports on the results of programs including a contribution to the Managers monthly board report.
- Work with the Community Fundraising and Events Officer to ensure there is an annual calendar of events that works to raise awareness of the See Differently brand, delivers fundraising income and increases community participation.
- Attend events and functions as a representative of the See Differently Marketing and Fundraising Department as required, including after-hours events.
- Oversee the effective management of the fundraising database.

- Ensure adherence to See Differently's Human Resource and OHS&W policies, procedures, and practices relevant to the area of operation, including safe operating procedures.
- Professional conduct expected in accordance with See Differently policies and procedures that relate to the undertaking of the role's duties and responsibilities, including the Email, Client Service, and local area policies.

Clinical Governance

The workforce comprises all personnel who are employed or contracted, including health practitioners, staff who provide clinical support and staff who have an indirect role in providing support to clients. This includes responsibilities to:

- Prioritise the provision of safe, quality support and services to clients every time.
- Provide support and services in accordance with evidence-based policies, procedures, protocols, and standards.
- Engage in ongoing learning, development, and quarterly goal setting to develop and maintain skills and competence to be able to perform roles and responsibilities for clinical quality and safety.
- Speak up and raise concerns, including reporting incidents and risks relating to clinical quality and safety.
- Work to improve the quality and safety of clinical support, participate in improvement activities and contribute to a culture of respect, safety, transparency, accountability, teamwork, and collaboration.

Organisational Compliance

- Ensure sound operational knowledge of legislative, regulatory and Code of Conduct requirements including Complaint Handling and Dispute Resolution.
- Ensure that you are aware of, understand and operate in accordance with See Differently's Human Resource (HR) policies and procedures, including (but not limited to), See Differently Code of Conduct and Resolution of Grievances.
- Ensure a sound knowledge of See Differently quality assurance policies, procedures, products, services, and systems to comply within the authorities and restrictions in relation to the duties of this role.
- At all times, ensure consumer rights are adhered to in accordance with the National Disability Insurance Scheme Quality and Safeguards and Aged Care Quality Standards and any other relevant service standards and legislation as appropriate.
- Ensure adherence to privacy and confidentiality of information that conform to the requirements of See Differently and the Privacy Act when accessing client details.
- Undertake other duties as required by your Executive Manager.

Work Health and Safety

- Ensure you are aware of and comply with all work, health, and safety policies of the organisation relevant to your role.
- Report hazards in the workplace to your manager / coordinator and to make recommendations to management on how to reduce the level of risk.
- Avoiding adversely affecting your own health, safety and welfare or the health, safety, and welfare of any other person through any act or omission at work, or by the consumption of alcohol or drugs.
- Making proper use of available safety procedures, safety devices and personal protective equipment.
- Obey any reasonable instruction from your manager / coordinator aimed at protecting your health and safety whilst at work and conduct your roles and responsibilities as detailed in the relevant health and safety policies and procedures.
- Report all incidents and near misses to your manager / coordinator as soon as possible after the event, either in person or by telephone before submitting an incident report.

PERSON SPECIFICATION

Essential Criteria

- Qualifications in a business-related degree and/or marketing.
- Understanding of current trends in fundraising, including best practice for appeals, event, regular giving and in will donations.
- Well-developed commercial, negotiation and client management skills.
- Deep understand of the fundraising, philanthropic environment with extensive connections across the community.
- The ability to prioritize and achieve objectives on time.
- Strong analytical skills.
- Excellent computer application skills.
- Ability to present concepts in a professional manner.
- A high level of communication skills, both written and oral.
- Excellent interpersonal skills and the ability to relate to people at all levels.

- Ability to work collaboratively with team members to encourage team performance.
- Minimum 5 years' experience in fundraising role.
- An empathy for persons who are blind or vision impaired, living with a disability or experiencing post traumatic stress disorder.
- A current Working with Children's and Police Check is required.

KEY PERFORMANCE INDICATORS

- Agreed fundraising plans are executed to schedule and budget.
- Fundraising campaigns reflect the See Differently brand and values and are consistently delivering a compelling story and message for the organisation and its clients.
- All campaigns are measured for effectiveness, with data used to inform decisions and improvements.
- Growth in the See Differently owned donor database, with an ongoing program of interaction and communication with donors.
- Sustainable growth in overall fundraising revenue.
- Increase in the number of corporate partners working with See Differently in a meaningful way, providing services, products, and revenue.

As the incumbent of this position, I confirm I have read this Position Description and understand its content and agree to work in accordance with the requirements of the position.

Employee Name: _____

Employee Signature _____ **Date:** _____

Manager's Name: _____

Manager's Signature _____ **Date:** _____