

ROLE TITLE:	Fundraising Manager (FTE 1.0)	BUSINESS UNIT:	Fundraising
DATE:	March 2024		
REPORTS TO:	Chief Executive Officer	ROLES REPORTING TO THIS ROLE:	<ol style="list-style-type: none"> 1. Supporter Relations (FTE 0.8) 2. Digital Strategy and Communications (FTE 1.0) 3. Relationship Management (FTE 0.8) 4. Designer (FTE 0.2)

APPROVED: 1/03/2024

INTERNATIONAL NEEDS AUSTRALIA:

International Needs Australia (INA) is an Australian Department of Foreign Affairs and Trade (DFAT) and donor funded and accredited international development organization, that works with the poorest and most marginalised communities, especially women and children, to eliminate poverty and its causes, regardless of affiliation. INA is different in our approach to international development and our engagement with Australian supporters because INA:

- Focuses on women and children in five key areas: Education, Health, Livelihoods, Climate Change and Gender.
- Works in Southeast Asia, South Asia & Eastern Africa (currently Ethiopia, Uganda, India, Nepal, Sri Lanka, Myanmar, Philippines, Cambodia and Lao).
- Is grounded in our Christian values and strives for a just world where all people are treated equally to reach their God-given potential.
- Commits to in-country project localisation with innovative local partners and works exclusively through local partner staff and volunteers. We believe this is empowering for developing countries and also supports the development of more effective and sustainable partner organizations and outcomes for communities long-term.
- Believes in poverty alleviation through a cross-sectoral and holistic approach to community development. This approach involves us partnering with donors and other agencies committed to holistic poverty alleviation and focusing on community-prioritised needs.
- Conducts national education programs with Australian students that align with the Australian Department of Education School Curriculum to help youth clarify their personal purpose and increase empathy and understanding of global poverty and the United Nations’ Sustainable Development Goals.
- Brings supporters and in-country partners closer together and co-designs projects together with all relevant stakeholders to support innovation and ensure alignment.

ROLE PURPOSE:

The Fundraising Manager’s key responsibilities will include (but are not limited to):

- Lead the development and implementation of the fundraising strategy for INA, tailored to diverse donor segments and channels utilising methods such as major gifts, grants, events, online giving, and corporate and church partnerships. This strategy will encompass supporter engagement, marketing (print and digital), communications, awareness raising and donor relations.
- Develop and implement diverse fundraising strategies aimed at achieving income targets with strong growth and fostering strong and sustained supporter engagement.
- Drive income growth through executing fundraising activities based on industry trends, data analytics, and relationship driven strategies.
- Lead the end-to-end delivery of multi-channeled direct marketing campaigns to acquire and retain donors, working across fundraising appeals, donor acquisition, and one off and regular giving programs.
- Lead the development and implementation of digital social media marketing campaigns.
- Oversee website development and maintenance.

- Lead content generation (help prepare and develop written content, visuals, video) for all marketing channels by working closely with INA's International Partners and International Programs Team (including donor and project participant stories), ensuring content is kept up to date across all touch points.
- Coordinate the development of program content, artwork and copy.
- Ensure internal databases are updated with contact information, correspondence and contacts and segmented to support marketing plans.
- Manage the database (Virtuous), its segmentation, integrations, and reporting.
- Lead INA's Brand Development to ensure fundraising efforts align with and enhance the organisation's brand identity.
- Create strategies and execute acquisition plans to attract new donors and retain existing supporters including developing strategies for reactivating lapsed donors and upgrading regular givers to higher giving levels.
- Develop and manage the fundraising department budget, ensuring prudent use of resources.
- Ensure all activities are compliant with relevant legislation and industry standards, and ensuring the team is aware of these requirements.
- Manage and develop fundraising staff to help them reach their individual potential and achieve organizational objectives including the current roles of Supporter Relations, Relationship Management, Digital Strategy & Communications, and Designer.
- Contribute to Senior Leadership (SMT) discussion, strategy, reporting, meetings and align fundraising with organizational priorities.

KEY OUTCOMES:

1. Sustained growth in revenue and the number of supporters.
2. Improved donor relations and increased retention rates.
3. Delivery of a schedule of events that boost donor acquisition.
4. Streamlined fundraising processes.
5. Strong supplier relationships.
6. Successful launch and utilisation of a new CRM.
7. High functioning team with strong retention rates.

WHO WE ARE LOOKING FOR:

We are seeking a dynamic individual who thrives in a fast-paced environment with a 'can do' attitude, who enjoys building relationships that drive giving, and who is committed to making a difference in the world. The successful candidate will have a mix of the following qualifications, skills and experience:

Key Capabilities (Essential):

- Demonstrated experience developing and implementing successful fundraising strategies and programs including renewal, retention and acquisition programs that produce sustained revenue growth, preferably in the international development or a similar sector.
- Ability to think strategically, analyse information and trends to develop and implement innovative and practical solutions that respond to organisational needs.
- Experience with donor profiling, segmentation, and building supporter journeys.
- Experience in successfully building relationships with donors including individuals, major donors, corporations, churches and schools.
- Experience with Regular Giving programs and campaigns.
- Ability to manage external agencies for the development of creative.
- Experience with Digital Fundraising, including the integration of social media, landing pages, and on-line advertising.

- Experience with Major Donors and Corporate fundraising programs.
- Experience working with churches and Christian donors.
- Strong results orientation and entrepreneurial approach and a high level of perseverance.
- Strong project management skills with the ability to work cross-functionally to effectively manage workload, often with conflicting deadlines.
- Professional communications skills and experience maintaining and enhancing the corporate brand.
- Ability to use initiative and a desire to drive continuous improvement.
- Strong computer literacy with Microsoft Office and Adobe Creative products, Canva, digital technologies such as website CMS (Wordpress).
- Strong proficiency in CRM systems (ideally Virtuous), to strategically leverage data for driving fundraising initiatives and optimize strategy implementation.
- Strong ability to lead and inspire a small team.
- Skilled at adapting to change and discovering new fundraising opportunities.
- Ability to collaborate effectively with other INA departments and stakeholders and be an active Senior Management Team (SMT) member.
- Strong commitment to the values of INA and its mission.

Other Capabilities (Desirable):

- Strong writing and editorial skills, with a demonstrated ability to write across a variety of channels and for both specialist and mainstream audiences, translating complex technical information into everyday English.
- Experience working in a not-for-profit or social purpose setting.

Qualifications (Essential)

- A Bachelor’s Degree in a related field such as fundraising, public relations, digital communications or relevant field and/or at least 5 years of relevant experience in fundraising and communications management.

KEY RELATIONSHIPS / INTERACTIONS:

Direct Working Relationships:

- Chief Executive Officer
- Digital Strategy and Communications Officer
- Supporter Relations Officer
- Relationship Management Officer
- Designer

Internal Working Relationships

- International Programs Manager
- Finance and Administration Manager
- Community Education Officer
- INA Fundraising Committee Members

External Working Relationships:

- Marketing agencies
- Graphic designer, web designer
- Printing house
- Software suppliers
- Other external stakeholders as required for the role.

INA VALUES

- We are Christian
- We value and respect people of all ages, gender, race and creed
- We are committed to empowering local communities
- We are a voice for the poor, the disadvantaged and the oppressed
- We are stewards of natural, human and financial resources
- We demonstrate integrity and commitment

SPECIAL CONDITIONS

- A current driver's licence and the willingness to drive is a requirement
- Some out-of-hours work is required
- Inter and Intra-state travel may be required
- The incumbent will be required to achieve performance targets as negotiated and mutually agreed with the CEO
- The successful applicant is required to gain a relevant working with children and other required checks prior to being employed which is required to be renewed as required.
- Australian residency or current works permit is required (responsibility of applicant to provide evidence of a current work permit).