

POSITION:	Corporate & Community Fundraising Manager
REPORTS TO:	Relationship Fundraising Manager
DIRECT REPORTS:	NONE
POSITION CLASSIFICATION:	Award Free
KEY RELATIONSHIPS:	Head of Fundraising & Marketing, CEO, Marketing & Communications Manager

POSITION DESCRIPTION

This role is responsible for the identification and development of fundraising opportunities that emanate from individual relationships within the SA community including Corporate Partnerships and Community Fundraising groups/individuals. This includes development of new relationships that will produce a fundraising potential for the WCH Foundation as well as the nurturing and cultivation of existing relationships.

The incumbent will be responsible for utilising the strength of the WCH Foundation brand to achieve acquisition and expand existing relationships. The role has influence over the strategy and direction of our Corporate & Community Fundraising Programs as well as the operational delivery of these strategies.

PRINCIPLE RESPONSIBILITIES:

- 1. Develop and drive the WCH Foundation Corporate & Community Fundraising Programs.**
- 2. Steward all partners/donors and prospects efficiently and effectively.**
- 3. Manage the resources dedicated to the Corporate & Community Fundraising Programs.**

KEY RESULT AREAS

- 1. Develop and drive the WCH Foundation Corporate & Community Fundraising Programs.**
 - Develop and document fundraising strategies to improve and grow each of the programs as a whole.
 - Implement plans that extend opportunities to build awareness of the WCH Foundation brand and to grow fundraising in new community markets. Acquire new supporters to the WCH Foundation, through new partnerships, integrating direct marketing and digital lead strategies.
 - Work with the Relationship Fundraising Manager and fundraising team to develop and leverage opportunities that increase community fundraising into the WCH Foundation.
 - Develop and implement retention/engagement strategies to ensure partners/donors needs are met.
 - Develop, implement and achieve key performance indicators.

- Grow, develop and maintain the suite of community fundraising collateral both online and offline
- Identify and secure new donors and corporate partners, and develop and implement partner retention activities.
- Identify and secure new partnerships/donors across the corporate and community streams
- Prepare and deliver professional, timely and effective proposals to prospective partners/donors
- Assist partners/donors in a hands-on capacity to deliver and activate fundraising initiatives where required.
- Work with Relationship Fundraising Manager /Digital team to conceptualise and facilitate the development and delivery of appropriate digital content as it relates to each partner/donor

2. Steward all donors and prospects efficiently and effectively.

- Support key stakeholders and partners with regular liaison and high-level relationship management
- Maintain and develop a network of relationships with corporate partners that will be willing to support WCH Foundation - which will include attendance at events which are outside of normal business hours.
- Coordinate community fundraising enquiries ensuring the highest standard of supporter stewardship.
- Act as the key relationship manager for community fundraisers – individuals and groups – providing fundraising expertise and support.
- Lead and coordinate WCH Foundation community fundraising events.
- Develop plans and reports for corporate partners in a timely manner.
- Manage and steward the WCH Foundation's existing Corporate and Community Partnerships Program (donations, sponsorship and via other fundraising initiatives).
- Deliver meaningful donor engagements across the corporate and community streams
- Undertake reporting and acquittal's required by partners/donors
- Liaise with relevant WCH Foundation staff and where required WCHN staff to ensure delivery of mutually agreeable recognition outcomes for WCH Foundation partner projects.
- Work with Manager, Communications to ensure appropriate fundraising collateral is developed to support partnerships/donors

3. Manage the resources dedicated to the Corporate & Community Partnership Programs.

- Ensure all data related to partners/donors is captured accurately in Raiser's Edge.
- Deliver set fundraising targets for Corporate and Community Partners
- Monitor and report on the income and expense budget for Corporate and Community Partners
- Ensure accurate record keeping, budgets and reporting.
- Maximise media opportunities of corporate partner activities and fundraising as they relate specifically to WCH Foundation.

OTHER DUTIES

- Other duties as may be required from time to time to meet the objectives of the position and the organisation.
- Contribute to a safe and healthy work environment, free from discrimination and harassment by adhering to the provisions of the relevant legislative requirements including Equal Employment Opportunity, Work Health and Safety, the Code of Conduct and organisational policies.
- Ensure your own and other people's safety through taking reasonable care through your acts or omissions while at work.
- Assist with the delivery of WCH Foundation events as required.

SPECIAL CONDITIONS

- Some out of hour's work may be required.
- May be required to travel intra/interstate.
- Must be prepared to attend relevant meetings and educational activities as required.
- Must be prepared to participate in the performance development process.

PERSON SPECIFICATION

- Proven client relationship management and high-level interpersonal skills for communicating and negotiating with stakeholders
- A high level of emotional intelligence and empathy and dealing with sensitive matters
- Willingness to accept change and remain effective while prioritising workload
- Outstanding written and verbal communication skills and presentation
- Experience working in a broad corporate context and an understanding of corporate fundraising with a view to achieving fundraising targets
- Understanding of budgets and delivering against them.

- Ability to work under pressure and within tight time constraints when necessary
- Ability to work unsupervised and to meet deadlines
- Experience in working within an effective team and ability to work in an environment based on communication and trust

PERFORMANCE & SALARY REVIEW PROCESS

Remuneration levels are based on experience status and performance achieved within the salary range identified for each position. Performance will be assessed on the relative achievement of the Key Result Areas as agreed above.

Performance reviews will be conducted each year.

Salary reviews will be conducted in May of each year for implementation in the new financial year.

SIGNED

Corporate & Community Fundraising
Manager

/ / 2023

Chief Executive Officer

/ / 2023