

FUNDRAISING MANAGER INDIVIDUAL GIVING

POSITION DESCRIPTION



POSITION:	Fundraising Manager – Individual Giving
REPORTS TO:	Head of Fundraising & Marketing
DIRECT REPORTS:	Fundraising Campaigns Manager
POSITION CLASSIFICATION:	Award Free
KEY RELATIONSHIPS:	Database Manager, Database Officer, Brand and Content Manager

POSITION DESCRIPTION

The Fundraising Manager - Individual Giving is responsible for the overall management of the Individual Giving programs (which include Regular Giving, Lotteries and Campaigns) and the delivery of sustainable income within these fundraising streams at the Women's & Children's Hospital Foundation (WCH Foundation). The role is also responsible for the oversight of a direct report - Fundraising Campaigns Manager.

The incumbent will be responsible for developing and managing (either directly or indirectly) all aspects of the Individual Giving streams including acquisition, retention, journeys, data extraction and program analysis. The role has influence over the strategy and direction of our Individual Giving programs as well as sole responsibility for the operational delivery of these strategies.

PRINCIPLE RESPONSIBILITIES:

1. **Direct responsibility for the development and delivery of Regular Giving acquisition channels to increase the number of Regular Givers entering the program.**
2. **Direct responsibility for the development and delivery of Regular Giving donor retention strategies and donor journeys to increase longevity and value of support.**
3. **Manage budgeting, planning and reporting across the Individual Giving programs.**
4. **Prepare in-depth analysis, interpretation and application of the data to inform business decisions for the Individual Giving programs.**
5. **Team management – provide support, guidance, and practical assistance to direct report.**

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KEY RESULT AREAS

1. Direct responsibility for the development and delivery of Regular Giving acquisition channels to increase the number of Regular Givers entering the program.

- Responsible for driving face-to-face acquisition program with a specific focus on donor numbers and quality.
- Manage relationship with face-to-face providers to determine weekly targets, locations and campaign messaging.
- Work with face-to-face suppliers to deliver effective training to face-to-face fundraisers.
- Monitor supplier performance and provide performance management where necessary.
- Collaborate with the whole fundraising team to test and deliver alternative acquisition channels into Regular Giving.
- Manage all external relationships in relation to Regular Giving including digital platform providers, consultants, designers, printers etc.
- Work closely with the database team to maintain a 'real-time' understanding of Regular Giving performance.
- Communicate effectively with relevant stakeholders around the WCH Foundation's regular giving acquisition programs.
- Ensure the Regular Giving acquisition complies with the Fundraising Code of Conduct and due diligence is in place for external providers. Stay informed of and implement industry best practice.

2. Direct responsibility for the development and delivery of donor retention strategies and donor journeys to increase longevity and value of support.

- Work with the Head of Fundraising & Marketing to develop the Regular Giving donor retention strategy and framework.
- Liaise with external providers, such as tele agencies, to deliver donor journey activities such as retention, upgrade and reactivation.
- Test, monitor and consolidate methods to increase Regular Giving engagement rates, volume, donor retention and the value of their gifts.
- Look for opportunities to further connect with and engage/re-engage regular giving donors both active and past.
- Manage the RG complaints process and ensure that complaints are managed in a prompt, efficient and courteous manner.
- Collaborate with the whole fundraising team to identify prospective opportunities for other donor types i.e. Bequests and Major Gifts.
- Look for opportunities to further connect with and engage regular donors with our organisation.
- Work closely with the database team for effective extraction and use of Regular Giving data in relation to the donor journey.

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3. Manage budgeting, planning and reporting across the Individual Giving programs.

- Work with the Head of Fundraising & Marketing and Fundraising Campaigns Manager to develop appropriate budgets and key performance indicators.
- Work with all external providers to generate a full year activity plan for both acquisition and donor journey.
- Provide regular (monthly) reporting/analysis against budgets to ensure budget targets and key performance indicators are being met.
- Provide regular (monthly) reporting for retention, acquisition, attrition and delinquency.
- Oversee the processing and administration of the Individual Giving programs to ensure best-practice customer service.

4. Prepare in-depth analysis, interpretation and application of the data to inform business decisions for the Individual Giving programs.

- Prepare and present analysis on giving history and key metrics to help make future decisions in relation to the Individual Giving programs.
- Provide analysis, insights and recommendations to contribute towards the WCH Foundation's annual budget.
- Contribute to longer-term financial planning as it relates to the Individual Giving Programs.
- In conjunction with the Head of Fundraising & Marketing and Fundraising Campaigns Manager, assess campaign performance and make adjustments accordingly.
- Regularly monitor and report on donor performance and trends to develop strategies for improvement.
- Provide regular progress updates to the Head of Fundraising & Marketing on Individual Giving programs.

5. Team management – provide support, guidance, and practical assistance to direct report.

- Day-to-day management and support of Fundraising Campaigns Manager.
- Review and approve appropriate learning and development opportunities for Fundraising Campaigns Manager.
- Setting of team and individual KPIs through consultation with direct reports and direct manager.

OTHER DUTIES

- Liaise with external stakeholders in support of the activities at the WCH Foundation.
- Actively support the activities of the WCH Foundation.
- 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 and Work Health and Safety, the Code of Conduct and organisational policies.
- Ensure their own and other people's safety through taking reasonable care through their acts or omissions while at work.
- Other duties as required to meet the objectives of the position.

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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 with staff and educational activities as required and to participate in the performance development process.
- Must be prepared to attend WCH Foundation events as and when required.

PERSON SPECIFICATION

- Experience in managing Individual Giving programs.
- Experience in working with a customer relationship management database.
- Proven analytical skills and the ability to manipulate data sets and develop reports for management.
- Understanding of customer engagement and communication including lead generation to retention.
- Advanced skills in MS Excel and other reporting and analysis systems.
- Exceptional time management skills including the ability to prioritise workflow and manage competing deadlines.
- Demonstrated interpersonal skills and ability to maintain effective working relationships with external and internal stakeholders (cross-functional teams across all levels of the organisation).
- An ability to think outside the square and demonstrate sound initiative.
- Familiarity with various fundraising techniques and methods.
- Strong attention to detail with an analytical mind.
- Committed, self-motivated and supportive team player.

PERFORMANCE AND SALARY REVIEW PROCESS

Remuneration levels are based on experience 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. Informal market reviews will be conducted from time-to-time to ensure the remuneration is competitive.

Performance reviews will be conducted annually.

Fundraising Manager Individual Giving

Date:

Chief Executive Officer

Date: