

POSITION DESCRIPTION

RELATIONSHIP MANAGER – MAJOR GIFTS



STAFF MEMBER:

POSITION TITLE: RELATIONSHIP MANAGER – MAJOR GIFTS
REPORTS TO: PHILANTHROPY & PARTNERSHIPS MANAGER
DIRECT REPORTS: Nil

POSITION OBJECTIVE

The Relationship Manager (Major Gifts) is responsible for the growth, development and delivery of the Major Gifts program at the Women's & Children's Hospital Foundation (WCH Foundation). The role will secure financial support for the WCH Foundation from private sources with a focus on individual donors.

The incumbent will be responsible for developing and managing relationships with current and prospective mid and major donors and managing all aspects of the Major Gifts revenue stream. This includes identification and acquisition of new major donors, retention and stewardship of existing major donor relationships, and development of fundraising proposals, communications, events and activities that support the cultivation and stewardship of all mid and major donors.

This role has influence over the strategy and direction of the Major Gifts program, as well as sole responsibility for the operational delivery of these strategies. The role will work closely with senior staff across the organisation to maximise opportunities for philanthropic giving and offers an exciting opportunity to contribute to the WCH Foundation's mission to improve the health and wellbeing of women, children and families in South Australia and beyond.

PRINCIPAL RESPONSIBILITIES

- 1. Managing and growing a portfolio of current and prospective mid value and major donors**
- 2. Developing strong relationships with individuals and philanthropic partners who have the capacity to donate at a major level**
- 3. Creating personalised proposals, reports, impact updates and communications**
- 4. Delivering high-quality stewardship of mid value and major donors**
- 5. Managing budgeting, planning & reporting for the Major Gifts program**

DETAILED RESPONSIBILITIES

- 1. Managing and growing a portfolio of current and prospective mid value and major donors**
 - Responsibility for managing relationships and securing financial support from an assigned portfolio of mid and major donors.
 - Managing a targeted program of activities and events to identify, cultivate, solicit and steward relationships with major donors.

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- Proactively identifying and engaging prospective major donors who align with the mission of the WCH Foundation and have the capacity to give at a significant level.
- Utilising the Raiser's Edge NXT database to accurately track and manage donor relationships including recording moves management stages, meaningful interactions, and gift solicitations.
- Collaborating with staff in the Philanthropy and Partnerships team, and across the Foundation, to identify philanthropic opportunities, enhance relationships and maximise income generation.
- Working closely with the Grants and Prospect Research Officer, identify, research and engage prospective major donors.
- Developing strong relationships with individuals and philanthropic partners who have the capacity to donate at a major level
- Maintaining a regular schedule of personal contact via face to face, written and telephone interactions with the goal of strengthening the relationship between the donor and WCH Foundation.
- Creating personalised engagement strategies and tactics for current and prospective major donors, ensuring that donors are engaged and inspired about the impact of their giving and the work of the WCH Foundation.
- Personally presenting proposals and soliciting gifts of \$10,000+ to new and established major donors.
- Involving and guiding senior staff and board members to support the cultivation, solicitation and stewardship of major donor relationships.

2. Creating personalised proposals, reports, impact updates and communications

- Developing high quality written communications such as proposals, gift solicitations, and case for support collateral for a range of projects, programs and activities that appeal to major donors.
- Creating timely personalised donor updates that report on impact, recognise the donors' contribution, and ensure that our obligations to the donor are fulfilled.
- Working collaboratively with staff across the organisation to identify and develop projects and programs that will benefit from philanthropic support.

3. Direct responsibility for high-quality stewardship of mid value and major givers

- Developing and implementing personalised stewardship strategies for mid and major donors, including creative methods to engage these supporters in the activities of the WCH Foundation.
- Actively monitor and maintain relationships and communications with mid and major donors to the highest standard, including personal visits, thank you and birthday cards, phone calls and written updates.
- Providing accurate information and guidance about WCH Foundation projects, programs and activities.

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- Creating and coordinating special interest events and tours to engage current and prospective mid and major donors.
- Working in close consultation with the Head of Mission and Support to Beneficiary team, report on outcomes from major gifts and philanthropic support.

4. Managing budgeting, planning & reporting for the Major Gifts program

- In conjunction with the Philanthropy & Partnerships Manager, develop, document and implement strategies to enable improvement and future growth of the Major Gift program.
- Responsibility for providing regular reporting/analysis to ensure budget targets and key performance indicators are being met.
- Ensuring NXT prospect tracking and moves management processes are used to identify, assign, rate and track assigned relationships, complying with department policies and procedures.

PERSON SPECIFICATION

- An interest in supporting the health and wellbeing of women, children and families.
- Established networker with demonstrated experience in relationship management, including nurturing VIP relationships in person as well as via email, telephone, and other written communications.
- Excellent interpersonal and influencing skills, in person and by phone, including the ability to share compelling and emotive stories.
- A willingness to interface with current and prospective benefactors face-to-face, with a high level of professionalism, maturity and empathy.
- Excellent written and oral communication skills with experience communicating to a diversity of audiences including individuals, corporates, Board members, and senior staff.
- Proficiency in Microsoft Word, Excel, Power Point and experience in maintaining a relational database (Raiser's Edge NXT experience preferred).
- Ability to prioritise tasks, accept change and remain effective.
- Demonstrated high standards of integrity, ethics and confidentiality.
- Ability to work unsupervised and to achieve deadlines and targets.
- Experience in working within an effective team and ability to work in an environment based on communication and trust.
- Current South Australian driver's licence is essential.
- Have a current WWCC or be willing to undertake a WWCC.

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OTHER DUTIES

- Other duties as may be required from time to time to meet the objectives of the position and the organisation.
- Contribute to the preservation and protection of the WCH Foundation's corporate knowledge through accurate and effective record keeping and use of the relationship management database.
- 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.

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.

PERFORMANCE & 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.

KEY PERFORMANCE INDICATORS (KPIs)

KPIs for this position are determined in consultation with the Head of Fundraising & Marketing and Philanthropy & Partnerships Manager as part of the annual appraisal process.

The WCH Foundation supports employee participation in related education opportunities.

Relationship Manager – Major Gifts

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Chief Executive Officer

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