

Position Description



Position Title:	Fundraising Lead - Community
Location:	321 Glenferrie Road Malvern
Department	Fundraising Team
Reporting To:	Fundraising & Events Manager
Direct Reports:	N/A
Main Purpose of Position:	<p>The Fundraising Lead - Community has overall responsibility for generating and increasing revenue through community-based fundraising.</p> <p>This includes third party peer-to-peer events, gifts made in memory or in celebration and all regular and ad hoc community fundraising initiatives.</p> <p>Additionally as part of the Fundraising Team the Fundraising Lead - Community shares responsibility for developing new offers and fundraising strategies for the achievement of the fundraising targets of the organisation. This responsibility requires collaboration between all members of the Fundraising Team, other VSK teams and external stakeholders.</p>
Decision Making Authority	As per Very Special Kids' Delegation of Authority
Key Relationships	<p>Internal:</p> <ul style="list-style-type: none"> • Fundraising & Events Manager • Friends Volunteer Coordinator • Events Team • General Manager – Fundraising & Communications • Fundraising Team members • Chief Executive Officer & Executive Management Team • Marketing & Communications Team • Very Special Kids Hospice and Family Support Teams • Very Special Kids Board & Foundation <p>External:</p> <ul style="list-style-type: none"> • Very Special Kids families • Very Special Kids volunteers • Community Groups and Schools • Individual donors, supporters and fundraising 'champions'

	<ul style="list-style-type: none"> • Third party providers of donor services
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<p>Key Selection Criteria</p>	<p>Qualifications/ Education Training and Work Experience</p> <ul style="list-style-type: none"> • Proven track record in achieving sales / fundraising income targets. • Proven track record of organising fundraising and public events and campaigns. • Experience in managing relationships with key internal and external stakeholders. • Experience in a community or charity organisation preferable. • Degree Qualifications in Business, Marketing, Fundraising, or a related discipline is desirable. <p>Knowledge and Skills</p> <ul style="list-style-type: none"> • Excellent written and verbal communication skills. • Ability to manage a variety of multiple complex tasks. • Thoroughness and attention to detail. • Practical problem solving abilities with an analytical approach. • Ability to effectively document logistical, financial and strategic plans and reports. • Networking and negotiating skills that can identify opportunities and maximise financial results. • Ability to set and manage financial budgets. • Ability to effectively direct and manage workloads within the team. • Excellent presentation and public speaking skills. • Excellent competency levels in computer use including Microsoft Office programs, Peer to Peer platforms and database management software (preferably Donman). <p>Personal Attributes</p> <ul style="list-style-type: none"> • An active team player, contributing to the wider activities and functions of the Fundraising and Management Teams and the wider organisation; • Personable and able to quickly form good relationships with a diversity or personality types; • Energy and passion for connecting prospective supporters with the work of Very Special Kids; • A compassionate and socially minded individual who understands and respects the purpose and vision of Very Special Kids and the challenges associated with working within the not-for-profit sector.
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Key Areas of Responsibility

Community Partnerships

Key Performance Indicators

Achieve annual budget targets for community fundraising.	Achieve income targets and manage expense budgets. Achieve target mix of community supporters over short, medium and long term.
Actively seek new community fundraising opportunities with a particular focus on partners capable of delivering recurrent revenue	Number of new relationships developed and income generated.
Maintenance of relationships with existing community fundraising partners.	Retention rate and elevation of existing community partners.
Prepare submissions and proposals for community partnerships, ensuring proposals are correctly tailored to specified organisation parameters and meet organisational funding priorities.	Success rate of submissions and funding priorities met.
Meet community partner requirements for accountability, including timely acquittals and performance reporting.	Satisfaction of community partners with reporting.
Support members of the fundraising team with various event activities that include Piggy Bank Appeal, special events and corporate partners, as required.	Level of support provided.
Build, manage and deliver strong relationships with donor management systems and third party online donor platforms. Develop strategies and opportunities to leverage these relationships.	Effectiveness of working relationship with Donman, everydayhero, Grassrootz and other third parties.
Support third party events with various event activities, logistics when required.	Level of support provided.

Relationships & Network Development

Key Performance Indicators

Liaise and work effectively with the Fundraising & Events Manager and Fundraising Team members to utilise our community networks and contacts, to deepen engagement with our donors and to achieve the overall income and expense targets.	Strong and effective working relationships developed across the organisation.
Work with the Database Coordinator to co-ordinate receipting and thanking of donors according to agreed strategy by donor size. Meet donors' requirements for accountability, including timely reporting and updates on the work of the organisation.	Receipts sent and Donors thanked within 2 working days.

Manage and develop relationships with donors as relevant to achieving budget targets for Gifts in Memory and Gifts in Celebration	Agreed targets met.
Build, manage and deliver strong relationships with donor management systems and third party online donor platforms. Develop strategies and opportunities to leverage these relationships.	Effectiveness of working relationship with Donman, everydayhero and other third parties.
Support the Marketing & Communications team in developing publicity and promotional campaigns to maximise fundraising and public awareness of Very Special Kids.	Marketing & Communications team consulted and involved in strategic planning phase for all major community events.
Conduct public speaking engagements to promote the work of Very Special Kids to appropriate target audiences for community fundraising activities.	Achieve relationship targets.

Fundraising Team Planning & Development

Key Performance Indicators

In consultation with the Fundraising & Events Manager, develop strategic plans, policies and practices that maximise the effectiveness and financial return of community fundraising activity.	Achieve revenue targets in line with budgets for community giving and wider fundraising team.
Develop fundraising budgets with Fundraising & Events Manager and Finance Manager, including detailed expense budgets.	Maintain relevant professional and technical skills required for the position and continually seek to enhance knowledge and improve skills.
Identify, allocate and manage human resources required to effectively manage community fundraising events and activities including volunteers.	Adequate trained staff and volunteers and OHS risks minimised.
Build the community donor base through retention, reactivation of lapsed community supporters, and new acquisitions using all available resources.	Retention level of community partners
Based on intelligence gathered, use the database to flag community supporters who are prospects for upgrades or development	Number of community partners upgraded from year to year.
Manage relationships with staff, volunteers and supporter networks to develop a growing supporter base. Include Board, Foundation committee in the engagement process with external stakeholders. Make 'cold' approaches as appropriate via telephone, mail and face-to-face contact re supporting all fundraising activities and events.	Achieve income targets and productivity levels.

Evaluation, Reporting and Financial Control**Key performance Indicators**

Provide timely and appropriate information for the CEO and Board, Fundraising & Events Manager and Fundraising Team and Management Team as required.	Quality of Board reports, Annual report and input into regular Foundation and Fundraising Team meetings.
Monitor and meet income and expenditure targets set in consultation with the Fundraising & Events Manager.	Achieve revenue targets and productivity levels.
Provide verbal and written summary reports for the fortnightly Fundraising Meetings.	Reports developed & provided as requested.

Fundraising Team Strategic Planning**Key performance Indicators**

Participate in regular meetings with the GM – Fundraising & Communications and all members of the Fundraising Team to formulate strategy, draft action plans and set timelines to achieve revenue targets.	Contribution made to development of Fundraising Team strategy.
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OHS**Key Performance Indicators**

Comply with OHS policies and procedures including safe operating procedures, wearing any personal protective equipment indicated, use other safety & emergency equipment provided as directed, assist with the preparation of risk assessments as requested, report any hazards, near misses, incidents or injuries sustained in the workplace to your Manager as soon as possible. In addition attend mandated OHS training as required and keep your immediate workplace clean, tidy and free of trip hazards.	100% attendance/completion of OHS mandated training.
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Patient Safety and Quality**Key Performance Indicators**

Be familiar with the patient safety and quality requirements of the National Safety and Quality and Health Service Standards as they apply to Very Special Kids. These requirements are to be included as agenda items in relevant meetings and you must fulfil all necessary planning and training obligations as appropriate to your role, or those of any direct reports.	Participation in patient safety and quality improvement activities. 100% completion of mandated training.
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Conditions of Service	
Hours	Full time working hours are 75 hours per fortnight. Position may require 'out-of-hours' work including weekends.
Other	Current driver's licence.
Optional	Undertake a driver training course (at our cost) to allow the safe towing of our promotional trailers for third party fundraising events.
Salary Package	Competitive salary, plus superannuation and salary packaging.
Tenure	Permanent position after completion of six months probationary period.
General	Employment with Very Special Kids will be subject to a satisfactory Police Check and a Working with Children Check.

Privacy Statement: Personal Information may be collected and stored for the purpose of recruitment and selection. The information will only be used and disclosed for the primary purpose of its collection. Some exceptions exist. These may be obtained from the Privacy Officer.

Approvals	
Created by:	Sharon Stynes
Approved by:	Katrina Hall
Date of Last update:	26 April 2019