

## Philanthropy Executive, Private Giving

### Position Description

#### The Pillar/Business Unit

Arts Centre Melbourne was built for all Victorians, a place where everyone can come together and experience all that the performing arts has to offer. It was created in 1979 with a singular and powerful remit: To enrich the lives of Victorians, culturally, educationally, socially and economically.

Arts Centre Melbourne has a strong legacy of Philanthropy, as demonstrated by the original naming of many of our spaces – Myer, Smorgon, Potter to name just a few. Two of our most significant programs were also funded by and therefore named after their benefactors – The Betty Amsden Participation Program and The Kenneth Myer Asian Theatre Series.

The Arts Centre Melbourne program is funded by a combination of state and federal government grants, self-generated income and philanthropy.

The Arts Centre Melbourne Arts Angels were established by the then President of the Victorian Arts Centre Trust, Richard Pratt, in 1994 and continue to form an important role in the funding of the artistic program at ACM.

Philanthropy plays a critical role in extending the reach and impact of Arts Centre Melbourne's programs and the desire is to grow philanthropic contributions to further extend this reach and impact.

The current philanthropic program covers the following areas:

- Fundraising Campaigns and Membership
- Major Gifts (Arts Angels and President's Club)
- Bequests
- Trusts and Foundations

All money raised is directed to the following areas:

- Access and participation – opening up the performing arts to every Victorian
- Education and creative learning – inspiring the next generation of creatives and makers
- Commissions – supporting new works, bold ideas and extraordinary talent
- Collections – preserving and exhibiting Australia's cultural heritage

Philanthropic giving will also be a key part of realising the ambitions of Reimagining Arts Centre Melbourne as part of the broader Melbourne Arts Precinct redevelopment. A successful ten-year philanthropic Capital Campaign (Imagine Anew), will be critical to raising vital funding to make this vision a reality.

#### The Role

The Philanthropy Executive Private Giving plays a key role in the implementation of Arts Centre Melbourne's strategy to engage and acquire high value donors to grow income from philanthropic individuals. The role works collaboratively with relevant Arts Centre Melbourne program owners and bridges them with donors who would like to give to the organisation.

The primary purpose of the role is to manage a portfolio of major gift (>\$10,000) donors and prospects through their cultivation, solicitation and stewardship.

The Philanthropy Executive Private Giving also provides support to the CEO, Executive Director, Philanthropy and Associate Director, Philanthropy – Major Giving, in cultivating, soliciting and stewarding major supporters for the Reimagining Arts Centre Melbourne Capital Campaign.

Type	Full Time
Reports to	Associate Director, Philanthropy – Major Giving
Direct Reports	N/A
Salary/Hourly Rate	ACM Enterprise Agreement 2018 Band 4.1
Key Relationships	<p><b>Internal:</b> Chief Executive; Executive Director Philanthropy; Associate Director, Philanthropy – Major Giving, Lead Coordinator – Capital Campaign; Philanthropy Executive, Bequests, Head of Fundraising Campaigns; Philanthropy Services Manager; Philanthropy Coordinators; Researcher; Programming; Collections; Strategic Communications</p> <p><b>External:</b> Capital Campaign Executive Group (chaired by Andrew Myer AM), Arts Centre Melbourne Donors, Prospective Donors, PAF Managers.</p>
Delegation	Financial and people delegations as per current policy.
Location	Arts Centre Melbourne premises (subject to potential relocation)
Other	<p>SGA Employee under the ACM Enterprise Agreement 2018</p> <p>Satisfactory completion of a National Police Check required</p> <p>You will hold valid working rights in Australia (subject to verification)</p>
Last Reviewed	January 2020

## KEY CRITERIA

### Your capabilities

- **Change Agility** – you work well in an environment characterised by high levels of change: adapting, learning and applying skills quickly.
- **Sustainable Creative Practice** – you create and choose from a number of strategic options and make decisions to deliver the most impactful strategic outcome.
- **Collaboration** – you work with others to achieve outcomes – involving the right skill, perspectives, abilities and expertise.
- **Accountability** – you achieve required goals and outcomes both personally and for the organisation.
- **Coaching** – you continuously develop yourself and others.
- **Being Inclusive** – you act in a way that is inclusive and provides an environment of access and equity.

### Your qualifications and experience

- Bachelor's degree and/or intermediate experience managing relationships with donors or high-net worth / VIP customers.

### Your skills and attributes

- Demonstrated experience in relationship fundraising in the not-for-profit sector
- Experience in communicating effectively with a variety of people
- Proven ability to utilise CRM databases to support portfolio management and reporting (Experience with Tessitura desirable but not essential)
- Demonstrated ability to work autonomously and prioritise workloads whilst functioning successfully as part of a broader Philanthropy team
- High attention to detail for written materials
- Focused on results, a self-starter, dependable and highly organised

- A strong, positive ambassador for Arts Centre Melbourne
- Donor-centric and intuitive to donor needs
- Perseverance in cultivating long lead prospects

## **In the role you will**

### **Accountabilities:**

- Maintain an assigned portfolio of major donors and manage the cultivation, solicitation and stewardship process to increase philanthropic income for Arts Centre Melbourne.
- Work collaboratively with program owners to design proposals for prospective and current donors and prepare reporting and acquittal documents.
- Working with the Researcher, identify major donor prospects and deliver communication and activities to build relationships that result in an increased number of major donors.
- Manage tailored communications via a number of methods including face to face meetings, phone calls, group and personal email, mail and reporting as well as engage internal stakeholders and Foundation Members, as needed, to ensure major donors continue to be aligned with and are supportive of Arts Centre Melbourne's work.
- In collaboration with the Associate Director, Philanthropy – Major Giving and members of the Capital Campaign team, conceptualise and plan opportunities for prospective and current major donors to engage with Arts Centre Melbourne through a range of activities, including events, briefings and face-to-face meetings.
- Achieve major giving KPIs based on moves management as agreed annually.
- Provide quarterly reporting to Associate Director, Philanthropy – Major Giving on the role's donor portfolio for use in reporting to the Executive team and ACM Foundation.
- Utilise the donor moves management process in Tessitura (CRM system) to manage cultivation, solicitation and stewardship activities for the role's donor portfolio
- Finalise receipt and acceptance of major gifts as set out in Arts Centre Melbourne policies and procedures
- Provide advice and recommendations to Philanthropy team colleagues and the Capital Campaign Executive Group on engagement strategy relating to major donors.
- Work with Philanthropy and the wider Arts Centre Melbourne Team to ensure opportunities to engage major donors in broader fundraising activities, campaigns and appeals are coordinated and optimised.

### **Decision making:**

- Under the direction of Associate Director, Philanthropy – Major Giving, the incumbent will be required to make decisions regarding the management of the donor portfolio including appropriate communications and activity to develop positive donor relationships.
- A moderate level of operating autonomy is required, and the ability to take tactical decisions within the scope of the role

### **Systems:**

- Proven level of competence in the use of CRM databases to support portfolio management and reporting (Tessitura)

### **Working environment/physical requirements:**

- This is a relationship-based role, requiring a high degree of confidentiality, emotional intelligence, tact, compassion, empathy and professionalism



- Required to attend functions and events outside of normal business hours and at weekends. Time Off in Lieu provisions apply under the Arts Centre Melbourne Enterprise Agreement 2018. Be required to undertake the tasks and requirements detailed in the relevant job task analysis.
- Undertake general office work with a strong emphasis on the use of computers and digital technology.
- Potentially work in an underground office environment.
- Be required to be on site/attend events outside work hours from time to time.
- Work hours in accordance with your employment type and the ACM Enterprise Agreement 2018.

### **You demonstrate our values**

- **Leadership** – courage and conviction.
- **Creativity** – a boundless imagination.
- **Care More** – a place for everybody.
- **Community** – working together.

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