



# Officer, Fundraising Campaigns and Membership

## Position Description

### The Pillar

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 President of 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 Art Centre Melbourne’s cultural, education, access, and commissioning and exhibition programs. The desire is to grow philanthropic contribution to further extend this reach and impact.

The current philanthropic program covers the following areas:

- Fundraising Campaigns and Appeals
- Major Gifts (Arts Angels and President’s Club)
- Bequests
- Memberships
- Trusts and Foundations

All money raised is directed to the following areas:

- Access and participation programs – 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, will be critical to raising vital funding to make this vision a reality

### The Role

The Fundraising Campaigns Officer’s primary objective is to support the Head of Fundraising in strategizing campaigns and appeals that attract and engage fundraising prospects and donors and to coordinate delivery of these campaigns. The role has a high level of project management responsibility.

A further key requirement of this role is to support the team with continuous development of relationships with existing donors through development and implementation of supporter journeys, impact communications and events. These touch point’s will all enrich the donor experience of Arts Centre Melbourne, and steward them towards lifetime giving.

The role is responsible for project managing annual fundraising and membership efforts across multiple channels and coordinating innovative and targeted campaigns for the four pillars of philanthropy.

You will deliver 4 major fundraising campaigns per year and multiple additional product campaigns to promote our membership program and seat dedication program.

Type	Full Time, Ongoing
Reports to	Head of Fundraising Campaigns and Membership

<b>Direct Reports</b>	Some delegation of supervisory duties of Administration Assistant.
<b>Salary/Hourly Rate</b>	ACM Enterprise Agreement 2018 Band 4.1
<b>Key Relationships</b>	<p><i>Internal</i></p> <p>Executive Director, Philanthropy, Philanthropy Services Team, Private Giving Team, Finance partner, Communication Team, Marketing Managers, Online Marketing Team, CRM Team, Access &amp; Community Engagement Team, Head of Participation, Conferences, Meetings &amp; Events Team, Tessitura Users Group.</p> <p><i>External</i></p> <p>Donors, Members, Suppliers (e.g. photographers, freelance writers, design companies), Campaign Consultants</p>
<b>Delegation</b>	Financial and people delegations as per current policy.
<b>Location</b>	Arts Centre Melbourne premises (subject to potential relocation)
<b>Other</b>	<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>
<b>Last Reviewed</b>	October 2019

## 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

- Relevant professional or tertiary qualification in fundraising, marketing or equivalent professional experience.
- Minimum 2-3 years' experience in a fundraising or marketing role.

### Your skills and attributes

- Demonstrated experience in direct marketing for fundraising, in one or more of the following: direct mail, email and/or other digital channels.
  - Demonstrated ability to create a successful fundraising proposition and manage the implementation of this through direct and digital marketing channels.
  - Demonstrated ability to manage projects to deliver specified outcomes within agreed deadlines and budgets, including monitoring and analysing programs to improve performance.
- Strong numerical and analytical skills (including a high level of expertise in manipulating, interrogating and presenting data using relational databases and MS Excel).

- Proven experience in delivering key customer or donor relationship building strategies.
- Demonstrated ability to think strategically, solve complex problems and be guided by established precedents, delegations and practice.
- Ability to work under pressure and to set priorities.
- Strong attention to detail.
- Strong emotional competence with good interpersonal and influencing skills, and demonstrated success in working effectively with a diverse range of people (staff, supporters, members and suppliers) and bringing the best out of them.
- The role will require speaking with donors and members, customer service and relationship building skills are essential.
- Demonstrated ability to communicate to a superior level in both written and oral form.
- Experience in the use of Tessitura is an advantage.

## In the role you will

### Accountabilities:

- Strategize, develop and coordinate donor and member acquisition and donor and member renewal programs within agreed objectives, deadlines and budgets and across a range of channels using a variety of suppliers including: print and production mail houses, copywriters and designers, email, online marketing, and data specialists.
- Monitor, analyse and report on programs to improve performance.
- Work with Head of Fundraising Campaigns to create a range of fundraising propositions to support the above strategies and management objectives
- Support the collection and delivery of content for the agreed fundraising propositions that demonstrate need and impact by working with programs, suppliers, and the broadcast teams.
- Work with the Head of Fundraising Campaigns to develop innovative strategies for acquiring new donors and new members for Arts Centre Melbourne
- Oversee the delivery of the seat endowment program, including managing donor requests and liaising with internal business units and external suppliers to ensure plaques are manufactured and installed to specification.
- Support the Head of Fundraising Campaigns in developing the annual giving budgets and plans for direct marketing activities related to the fundraising campaigns and membership program.
- Build and effectively manage strong external supplier and internal relationships across Arts Centre Melbourne
- Work with the Head of Fundraising Campaigns to develop and implement strategies for donor retention and renewal, including maximising upsell and cross-sell opportunities
- Work with the Head of Fundraising Campaigns to develop and implement a mid-value donor program to ensure that an effective pipeline is developed into this segment and from this segment into the upper tier mid-value program (Arts Angels Associates)
- Build and manage effective relationships with internal stakeholders to ensure good information flow from the performing arts team in support of an effective fundraising program.
- Manage the Tessitura database pertaining to:
  - o Fundraising appeal set up,
  - o Analysis of appeal performance and interrogation of post appeal results for evaluation purposes
  - o Processing and management of seat endowments
  - o Administering Monthly giving (if developed).
- Contribute to the planning of the annual calendar of donor and member communications including e-newsletter, On Guide, special offers and birthday and special acknowledgements
- Work with marketing to improve overall visibility of philanthropy messaging across the organisation and leverage opportunities.
- Manage and oversee the Fundraising Campaigns and Membership Administration Assistant with the support of the Head of Fundraising Campaigns to:
  - o Process donations & membership
  - o Approve POs
  - o Manage the Donor, Membership and Seat Dedication inboxes, and phone lines
  - o Support in campaign management
- Develop work and performance plans for Direct Reports and motivate, encourage and support team members providing regular and timely feedback on performance
- Support the team in reviewing and developing processes to improve efficiency.

**Decision making:**

- Under the broad direction of the Head of Fundraising Campaigns, the Fundraising Campaigns Officer will be required to make decisions around the implementation of campaigns within constraints of policy guidelines and professional standards.
- May provide advice and strategic support and held individually accountable for the integrity, reliability and validity of the advice provided.
- A level of operating autonomy is required and the ability to make tactical and some strategic decisions.

**Systems:**

- Proven ability to utilise fundraising or CRM databases to support donor portfolio management, including reporting (Experience with Tessitura desirable but not essential)

**Working environment/physical requirements:**

- Undertake general office work with a strong emphasis on the use of computers and digital technology.
- Potentially work in an underground office environment.
- Work hours in accordance with your employment type and the ACM Enterprise Agreement 2018.
- Will be required to attend functions and events outside of normal business hours and at weekends.
- Drivers licence and own vehicle required to visit donors in their homes

**You demonstrate our values**

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