

POSITION DESCRIPTION – TEAM MEMBER

Position Title	Philanthropy Executive (Relationship Fundraiser)	Department	Engagement and Support
Location	Melbourne, Sydney, Brisbane	Direct/Indirect Reports	Nil
Reports to	Partnerships Manager	Date Revised	July 2021
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 5	Job Evaluation No:	HRC0041486

■ Position Summary

This role will steward and grow an existing portfolio of Major Supporters. In addition, it will identify using research, insights, and connections a pipeline of new donors to contact, develop, manage and grow as part of the Philanthropy team for Red Cross, ensuring income targets are met. The Philanthropy Executive will be responsible for engaging major donors who have given at a major gift level or have the potential to give at that level.

The role will work closely within the Partnerships team and liaise with the broader Engagement & Support department to ensure coordinated activity in identifying and maximising opportunities for growth from donors including Single Givers, Regular Givers, Bequestors, Business Partnerships, and Trusts and Foundations.

■ Position Responsibilities

Key Responsibilities

Philanthropy

- Work with the Partnership Manager to design and project manage supporter campaigns in order to secure funding to meet income targets.
- Develop and manage a portfolio for Major Supporters. Ensure forecasting and review as part of the overall Philanthropy portfolio.
- Develop and manage a rolling engagement program, including the use of events as part of the Philanthropy team annual program.
- Engage with other areas of the organisation to ensure integration and co-ordination of activities.

Fundraising

- Develop high-level understanding of Red Cross programs to a sufficient level to discuss with Major Supporters.
- Solicit gifts through face to face, telephone and written engagement at appropriate times throughout the year (with key focus during disasters, Festive and EOFY campaigns).
- Develop relationships with philanthropists to develop their support of Red Cross.

- Maintain accurate donor records and information in Red Cross database and tracking documents.
- Ensure that donors are engaged and inspired about their contributions and that all obligations to donors are fulfilled.
- Work with the team to create, develop and execute events aimed at engaging donors and ultimately to secure funding.
- Contribute to all events that cultivate donor relationships, and provide stewardship of event guests.

Reporting and evaluation

- Effective program evaluation and regular reporting against program objectives and budget position.
- Develop and maintain an up to date program portfolio and pipeline.
- Minimum monthly reporting to Partnership Manager.
- Ensure budgets are met by achieving set revenue targets, and managing controllable costs/expenses.

Personal development

- Utilise the Red Cross Performance Review & Development system to ensure KPI's are agreed and a personal development plan in place. Discuss performance at regular meetings with manager.
- Comply with all Red Cross policies including Workplace Health and Safety

General

- Ensure legal compliance to fundraising legislation within programs.
- Assist in the development of a donor acquisition and care strategy and relationship management program.
- Represent Red Cross at fundraising activities and in the wider community, being an active ambassador and advocate.
- Contribution to broader Engagement & Support team deliverables as requested.
- The role will need to undertake additional work as required and respond to organisational priorities such as disaster response which may require additional duties outside of usual working hours.

■ Position Selection Criteria

Technical Competencies

- Experience in major gift fundraising campaign development, coordination and asking for high value gifts.
- Ability to develop and deliver initiatives within budget.
- Ability to build positive high-level relationships and relate appropriately with current and potential major donors and other key stakeholders from a variety of backgrounds.
- Financial results delivery within a not for profit environment or sales and marketing role.
- Evidence of strong relationship management skills.
- Good understanding of legal, financial and ethical issues related to major gifts.
- Highly developed verbal and written communication and presentation skills.
- High level of customer service skills, including complaint handling.
- Proficiency in computer programs including MS Office and database applications.

Qualifications/Licenses

- Relevant tertiary qualifications, and/or experience in major gifts, donor relations, stewardship, or related fields.

Behavioural Capabilities

- **MODEL | Demonstrate Care and Commitment | Demonstrates the Seven Fundamental Principles of the Red Cross Movement: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality**

Aligns goals and actions with Red Cross Fundamental Principles | Provides relevant support and information to allow others to make decisions and improve their own situation | Builds independence in vulnerable people through transfer of knowledge and skills
- **ACHIEVE | Drive Results | Takes responsibility for achieving results and maintains effective work behaviours under pressure**

Takes accountability for delivering high quality results | Stands by own decisions and takes responsibility for them | Sees tasks and projects through to completion | Maintains consistent high levels of effort throughout the working day | Accepts and tackles demanding goals
- **LEAD | Being Strategic | Identifies optimum strategic responses in a changing environment**
Implements team plans that support the achievement of Red Cross goals | Explains decisions and actions in terms of contribution to the short and long term organisational goals | Leads others to achieve outcomes aligned to the organisational strategic goals
- **LEAD | Manage Performance | Sets clear goals and expectations and is accountable for outcomes and behaviour**

Sets standards and goals for individuals and teams | Evaluates teams and individuals in relation to performance objectives | Addresses performance shortfalls quickly, directly and openly with individuals | Recognises good performance | Sets team objectives in line with organisational strategy
- **COLLABORATE | Engage and Influence others | Demonstrates appropriate engaging and influencing skills aligned with Red Cross objectives**

Seeks out relationships that are mutually beneficial | Participates in a range of community and professional groups | Establishes and maintains good working relationship with internal and external stakeholders | Utilises a 'win-win' approach to presenting a case

■ General Conditions

All Red Cross staff and volunteers are required to:

- Adhere to the 7 fundamental principles of Red Cross:
Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality
- Act at all times in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct
- Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Comply with the Work Health and Safety management system
- Undertake a police check prior to commencement and every 5 years thereafter. Police check renewals may be required earlier than 5 years in order to comply with specific contractual or legislative requirements
- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements
- Assist the organisation on occasion, in times of national, state or local emergencies or major disasters.