

Our vision

Trusted as the leading humanitarian organisation making a genuine difference in the lives of people and communities.

Our purpose

Bringing people and communities together in times of need and building on community strengths.

We do this by mobilising the power of humanity.

Our Fundamental Principles

Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, Universality

Our Values

We are part of a movement.



We Respect

As humanitarians, we put people first, listening to, understanding and respecting each other.



We aspire

We are curious, optimistic and we learn, because we want to do and be better.



We collaborate

We achieve our best by bringing people together on shared goals.



We stand up

We face challenges and opportunities with courage and compassion.



We deliver

We take ownership of delivering on our goals and make genuine impact.



<https://www.redcross.org.au/>

At Australian Red Cross we:

- Adhere to the 7 fundamental principles of Red Cross
- Act at all times in accordance with Australian Red Cross Ethical Framework and Child Protection Code of Conduct and applicable policies
- Are committed to protecting the rights of all people, particularly those who may be experiencing vulnerability. We want the people we work with to feel safe, be safe and free from abuse of any kind. We are a child safe organisation. We have zero tolerance for child abuse. We value, respect, and listen to children and are committed to supporting child safety and wellbeing in our work
- Demonstrate skill, knowledge, and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Are committed to building a culture informed and characterised by the principles of diversity, equity, inclusion, and belonging. Australian Red Cross people are supported to understand and embed these principles into their leadership of self, others, teams, and workflow

Position Description

Position Title	Philanthropy Adviser	Department	Engagement and Support
Location	Various	Direct/Indirect Reports	Nil
Reports to	Partnerships Manager	Date Revised	July 2022
Industrial Award	Social, Community, Home Care and Disability Services Industry		
Award Level	6	Red Cross Job Grade	6
Job Level	Team Member	Job Evaluation No:	HRC0071604

Position Summary

As Philanthropy Adviser your focus will be to steward and grow relationships with major philanthropic supporters and partners, drive strategic value and secure both financial and non-financial support for Red Cross' work.

- You will manage and develop a portfolio of existing relationships with major philanthropic supporters and partners.
- You will bring experience with success in relationship fundraising and a passion for high value philanthropy and institutional giving.
- You will identify, initiate, and cultivate new relationships with high-capacity philanthropic supporters and partners (including Major Donors, Private Ancillary Funds, Trusts & Foundations and others) using research, insights and targeted networking so as to ensure that a pipeline is built in line with Red Cross' strategic objectives.
- You will secure a range of sustainable funding relationships, ensuring the achievement of annual income and other non-financial targets.
- You will lead and/or support the development of high-quality pitches, funding proposals and grants/tenders.
- You will be highly motivated, creative and results-driven, and will thrive in a team environment.
- You will provide strategic advice on funding and philanthropic sector trends and identify opportunities to ensure the organisation is well positioned to meet its business priorities.
- You will work closely within the Partnerships team, program teams, marketing and communications, fundraising and customer experience team, broader Engagement & Support Directorate, ensuring coordinated activity to identify and maximise opportunities for strategic growth.

Position Duties

Establish and grow support and partnerships with Major Donors, Private Ancillary Funds and Trusts & Foundations

- Lead, develop and implement strategies in order to cultivate successful and mutually beneficial relationships with existing, high value philanthropic supporters and partners to secure major gifts.
- Lead the acquisition of new supporters with whom Red Cross can build long term partnerships. This will include screening where appropriate, and will ensure a smooth transition of the relationship along the donor journey from acquisition to retention and growth.
- Demonstrate new thinking, imagination and creative flair in developing effective strategies and managing major gifts and philanthropy.

- Develop and manage a rolling supporter engagement program, including the use of events as part of the Philanthropy team's annual program.
- Engage with other areas of the organisation to ensure integration and co-ordination of activities.
- Play a role in the conversion strategy of high value disaster donors.
- Facilitate introductions from within your portfolio for other Partnerships areas including Corporate Partnerships, Trusts & Foundations and Society of Women Leaders' to influence decision making within their target groups.

Writing, submitting and coordinating fundraising pitches and proposals

- Identify, monitor and communicate funding opportunities.
- Lead pitch and proposal development involving the Partnerships Managers, Leads, members of the Partnerships team and other organisational stakeholders (National and State/Territory Directors and their teams, Legal, Finance etc.) as required.
- Collaborate with Red Cross program staff to understand their budgets, resource requirements and areas of activity and plan proactive pitches/proposals accordingly.
- Develop and maintain specialised knowledge and information on Red Cross strategic outcomes and related programs/initiatives.
- Ensure that all applications meet all organisational legal, delegation and approval processes.
- Ensure all pitches and proposals are of high quality, accurate, complete, well presented, meet, brand compliance and consistency and focus upon impact and outcomes to be achieved.
- Report on the high level analysis of state, territory and national level data regarding all funding pitches and proposals using organisational tools from alert stage through to notification of outcome stage and provide regular reports to senior management.

Fundraising

- Develop a detailed understanding of Red Cross programming so as to enable strategic discussions with supporters (existing and prospective).
- Solicit gifts through face to face, telephone and written engagement at appropriate times throughout the year.
- Provide intelligence, advice and support to Australian Red Cross senior leadership team on philanthropy and major gifts.
- Growing philanthropic development plans for each major donor what will include creating proposals, reporting and presenting updates on the impact of philanthropy.
- Overseeing philanthropic performance and objectives.
- Develop relationships with philanthropists to further their support of Red Cross.
- Work with internal Red Cross people: members, senior managers, volunteers and staff; as needed to develop supporter centric propositions.
- Maintain accurate donor records and information in Red Cross database and tracking tools.
- 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.

Donor and sector research and insights

- Maintain knowledge of competitive landscape, clients and market trends relevant to Red Cross strategic positioning, identifying opportunities for growth.
- Identify, research and monitor new and existing grant opportunities, ensuring a consistently high level of prospecting and pipeline activity.

General

- Drive and monitor performance against set budget.
- Ensure all identified opportunities are included in the team's consolidated and centrally accessible database of deadline and non-deadline funding opportunities.
- Maintain accurate and up-to-date information on all pitches/proposals, partner-funded projects and donors.
- Enter and update organisational tools (PIMS, MS Teams pages etc.) with all relevant Partnership team inputs.
- Ensure communication of Partnerships activity, value and initiatives across the organisation.
- Monitor and coordinate timely receipting, banking and contract approval for all funding secured.
- Support the Head of Partnerships, Partnerships Managers and broader Partnerships team in developing strong relationships across the organisation.
- Report on pipeline of funding pitches/proposals, success rates and projected income.
- Undertake regular relationship audits to establish where growth and development in partner relationships can occur.

Other

- Undertake additional work as required, and support organisational priorities such as disaster response; which may require additional duties outside of usual working hours.
- Drive and/or assist with other designated projects, including contribution to broader Engagement & Support deliverables, as requested.
- Develop and update centralised profiles for trusts and foundations and governments with key information.
- 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.

Person Requirements

Technical Competencies

- Demonstrated ability to build a culture of philanthropy within an organisation and to enthusiastically and successfully engage in one-on-one solicitation and ongoing supporter/partner stewardship.
- Comfort and facility with a wide range of philanthropic work, including solicitation and stewardship of individuals, foundations and potential partner cultivation and research, grant writing, and special events.

- A successful track record in executing on strategy, setting priorities, managing multiple projects and working effectively under pressure to achieve individual and organizational goals including financial targets
- Capacity to bring existing networks across philanthropy preferred.
- Demonstrated ability to work autonomously and as part of a team, with a flexible, positive and collaborative approach.
- Highly organized, detail-oriented, reliable and flexible; thrives in a fast-paced environment; a driving force who manages toward clarity, finds solutions and is able to think strategically.
- Excellent verbal and written communication and interpersonal skills, (including the experience in writing funding submissions, proposals, impact reports etc.) an ability to listen to and balance, negotiate and work with a variety of internal and external stakeholders.
- Good understanding of legal, financial and ethical issues related to philanthropic giving.
- Proficiency in computer programs including MS Office and database applications.
- Keen interest in learning and developing as a professional, staying on top of best practice research.

Qualifications/Licenses

- Relevant tertiary qualifications in Arts, Business, Commerce, Marketing, Law or related field, and/or experience in major gifts, donor relations, stewardship, or related fields.

Experience

- Relevant professional experience in philanthropy, securing major gifts, developing effective business development strategies with a focus on partnerships and/or revenue growth, ideally in a rapidly evolving institution.
- Demonstrated experience in developing and leading major gift fundraising strategies.

Wellbeing, Health and Safety

It is our vision to be harm free and committed to providing and maintaining a safe and healthy environment for volunteers, members, staff, contractors, clients, customers, and others who may be involved in our work. Our Wellbeing Health and Safety direction is aimed at building a 'safety mindset' into our daily work, assessing and reducing risk, reporting hazards and incidents, and providing Red Cross people with a positive, healthy workplace.

- Identify and understand the current and future risks involved in undertaking your role and service delivery activities, then competently manage those risks so that everyone is safe
- Comply with the Work Health and Safety management system

Key Job Requirements

Licenses/compliance screening

Screening is required prior to commencement. Renewals may also be required during your employment in order to comply with specific contractual or legislative requirements.

Police check	Yes - every 5 years
Evidence of up to date* vaccination against COVID-19	Yes

**As per latest definitions by the Australian Technical Advisory Group on Immunisation (ATAGI), or who have a medical exemption based on ATAGI guidelines*