

Manager, Fundraising Campaigns and Membership

Position Description

The Pillar

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 – and also some of our programmes – The Betty Amsden Participation Programme and The Kenneth Myer Asian Theatre Series being the two most significant.

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 programme at ACM.

The Arts Centre Melbourne programme is funded by a combination of state and federal government grants, philanthropy and self-generated box office. The desire is to grow the philanthropic contribution to extend the reach and impact of the programme.

The current philanthropic programme covers the following areas:

- Annual Giving
- Private Giving and Memberships
- Trusts and Foundations
- Gift in Wills

All money raised is directed to the following areas:

- Access and Inclusion
- Education and Learning
- Commissioning and co-presenting
- The Australian Performing Arts Collection
- Arts Wellbeing Collective

The Role

The role is a key part of Arts Centre Melbourne's Philanthropy team and will coordinate activity related to the maintenance and growth of our donor base as well as provide analysis and insights into fundraising appeals to support donor growth.

The primary purpose of the Manager, Fundraising Campaigns and Membership role is to provide specialist advice, recommendations and manage the strategic growth, implementation and execution of Arts Centre Melbourne's direct marketing fundraising and membership campaigns. This includes bi-annual appeals, Associate Giving, membership, management of the Seat Dedications endowment program and support of innovative fundraising projects. The role will also oversee targeted segmentation of Arts Centre Melbourne's database for Philanthropy purposes.

Type	Full Time
Reports to	Interim Associate Director – Fundraising Campaigns
Direct Reports	N/A
Salary/Hourly Rate	ACM Enterprise Agreement 2022 Band 4.3
Key Relationships	<p><i>Internal</i> Executive Director, Philanthropy, Philanthropy Services Team, Private Giving Team, Broadcast, Marketing Campaign Manager, Online Marketing Team, CRM Team, Program teams</p> <p><i>External</i> Donors, Members, Suppliers (e.g. photographers, freelance copywriters, design companies), Campaign Consultants</p>
Delegation	Financial and people delegations as per current policy
Location	Arts Centre Melbourne premises (subject to potential relocation)
Other	SGA Employee under the ACM Enterprise Agreement 2022

	Satisfactory completion of a National Police Check required You will hold valid working rights in Australia (subject to verification)
Last Reviewed	January 2023

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

- Possess a relevant tertiary level qualification or body of knowledge and skills to an equivalent level.

Your skills and attributes

- Demonstrated and significant experience in multi-channel (direct mail, telemarketing, SMS and digital) direct marketing for fundraising purposes.
- Demonstrated ability to collaborate with senior stakeholders to co-design a successful fundraising proposition and manage the implementation of this through direct and digital marketing channels.
- Demonstrated ability to manage projects, including coordinating internal and external resources, to deliver specified outcomes within agreed deadlines and budgets
- Strategic thinker with a solid understanding of techniques required for acquisition and retention of donors including maximizing upsell and cross-sell opportunities
- Strong numerical and analytical skills (including a high level of expertise in manipulating, interrogating and presenting data using relational databases (CRM) and MS Excel).
- Ability to produce regular and consistent reporting on campaign activity for a senior audience.
- Demonstrated ability to monitor and analyse programs to improve performance.
- Strong emotional competence with good interpersonal and influencing skills, and demonstrated success in speaking and working effectively with a diverse range of people (staff, supporters, members and suppliers) and bringing the best out of them.
- Proven experience in delivering key customer or donor relationship building strategies.
- Ability to work under pressure and to set priorities.
- Strong attention to detail.
- Demonstrated ability to communicate to a superior level in both written and oral form.
- Proven positive team player with an ability to work autonomously and as part of a broader cross-functional team

Accountabilities:

- Strategic growth and development of, implementation and monitoring of an annual direct marketing fundraising plan to increase donor numbers and achieve income growth targets, deadlines and budgets across a range of channels including: print and production mail houses, copywriters and designers, email, online marketing, and data specialists, as well as monitor, analyse and report on programs to improve performance.
- Work with senior staff within the philanthropy team and the wider business to create a range of fundraising propositions to support the above strategies and management objectives
- Coordinate and direct program teams, suppliers and the broadcast team to collect and deliver storytelling content for the agreed fundraising propositions that demonstrate need and impact, including identification and interviewing of subjects.
- Identify opportunities and implement an ongoing test and learn approach to direct and digital fundraising at Arts Centre Melbourne, producing detailed post campaign analysis.
- Work with in-house CRM team to implement data segmentation strategies and achieve a high level of sound data analysis
- Use data analytics to improve donor retention and limit attrition and decline rates
- Provision of regular reporting around fundraising activities to share with senior audiences.
- 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.
- Contribute to the development of annual budgets and plans for direct marketing activities related to the fundraising campaigns program.
- Build and effectively manage strong external supplier and internal relationships
- Work with the wider philanthropy team to develop and implement strategies for donor retention and renewal, including maximising upsell and cross-sell opportunities
- Work with the wider philanthropy team to develop and implement mid-value donor activities to ensure that an effective pipeline is developed both 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 program teams 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
- Contribute to the planning of the annual calendar of donor communications
- Continue to build a culture of philanthropy across the organisation by working with marketing to improve overall visibility of philanthropy messaging across the organisation and leverage opportunities.
- Oversee workload and workflow of the Fundraising Campaigns and Membership co-ordinator with the support of the wider philanthropy team to:
 - o Process donations & membership
 - o Approve POs

- Manage the Donor, Membership and Seat Dedication inboxes, and phone lines
 - Support in campaign management
- Support the team in reviewing and developing processes to improve efficiency.

Decision making:

- Under the broad direction of the Interim Associate Director – Fundraising Campaigns and Executive Director - Philanthropy, the Manager, Fundraising Campaigns and Membership will be required to make decisions around the development and delivery of campaigns, and line management of team members within constraints of policy guidelines and professional standards.
- A mid to high level of operating autonomy is required and the ability to make tactical and strategic decisions based on expertise, knowledge and data.

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.
- Work hours in accordance with your employment type and the ACM Enterprise Agreement 2018.
- Will sometimes be required to attend functions and events outside of normal business hours and at weekends.

You demonstrate our values

- Leadership – courage and conviction.
- Creativity – a boundless imagination.
- Care More – a place for everybody.
- Community – working together.
- Equity – fairness & justice.