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| **Title** | **Fundraising and Supporter Engagement Manager** |
| **Reports to** | Chief Operations Officer |
| **Location** | Melbourne, you may also be required to work at other locations as necessary |
| **Employment Basis** | Fixed Term Contract to June 2020 (with possibility of extension) |
| **Hours of Work** | 38 hours per week |
| **Date Last Reviewed** | July 2018 |

**Scope of Position**

The Operations team is responsible for increasing the range of opportunities for the public in Australia and internationally to engage with and financially support the work of The Thin Green Line Foundation.

The Fundraising and Supporter Engagement Manager is responsible for the development, delivery and review of effective community engagement and fundraising strategies and practices, including leveraging corporate partnerships to build and diversify support.

This position plays an important role in ensuring that all the Foundation’s fundraising and engagement with supporters positively and accurately reflect the work, values, and vision of The Thin Green Line.

1. **Key Responsibilities**
   1. Responsible for the development, implementation and ongoing management of strategies relating to key fundraising activities and broader supporter engagement.
   2. Responsible for the development and delivery of marketing and communications plans for fundraising and engaging supporters including but not limited to websites, multi-media advertising, collateral, social media, direct mail and email acquisition & retention tools.
   3. Coordinating and preparing promotional copy for emails and websites to support upcoming fundraising activities & supporter call to action or campaigns.
   4. Responsible for the development and delivery of operational event plans for community activities including but not limited to event planning and management, risk management, tasks and timelines and monitoring all tasks and their status through to and including delivery.
   5. Track, evaluate and monitor the ongoing performance of fundraising activities, including events and tracking return on investment analysis, expected and actual expenditure and feedback.
   6. Prepare annual fundraising and supporter engagement plans and reports with detailed analysis of results and recommendations for improvement.
   7. Liaise, negotiate, secure and manage suppliers, stakeholders, key partners and others to ensure the timely and effective delivery of external logistical support.
   8. Liaise with other members of Thin Green Line Operations team and volunteers to arrange effective operational support and communications coverage of activities.
   9. Provide high quality support, advice and up to date information to members of the public, supporters, corporate, and other external stakeholders wishing to undertake fundraising activities.
   10. Complete weekly administrative duties including but not limited to monitoring and responding to communications relating to fundraising and supporter engagement, working with team to reconcile relevant expenses, updating information on the website and other relevant platforms and any other delegated projects.
   11. Represent and contribute to the work and continuous improvement of the Thin Green Line Foundation team, assisting the Chief Operations Officer and Managing Director/Founder with specific projects as required.
   12. Other related duties as delegated.
2. **Budget**
   1. Contribute to the formulation and monitoring of income and expenditure budgets as delegated.
   2. Develop, manage, track and review budgets for fundraising events and activities.
3. **Human Resources**
   1. Ensure all staff and volunteers involved in fundraising activities comply with Foundation policies and procedures.
   2. Coordinate use of volunteers at activities including selection, training or orientation and performance management.
   3. Implement and monitor equity, diversity, child safe and staff and volunteer health and wellbeing policies and procedures within areas of delegation.
   4. Monitor workloads and work environment for self and for volunteers and take reasonable steps to minimise risks to self and others.
4. **Knowledge & Experience**
   1. High levels of demonstrated knowledge and experience of fundraising and broadening supporter base in a not-for-profit or social enterprise context.
   2. Demonstrated experience in the successful project management of fundraising activities, including events, and running successful supporter calls to action or campaigns.
   3. Demonstrated experience of using supporter engagement to leverage and build income.
   4. Experience in developing and implementing marketing and communication plans.
   5. Experience managing the operations & logistics of fundraising activities.
   6. Experience in managing detailed project plans to meet deadlines.
   7. Experience developing, implementing and monitoring activity risk management plans.
   8. Experience in writing promotional copy.
   9. Experience in customer service and relationship fundraising techniques
   10. High levels of computer literacy particularly MS Office and experience working with marketing database software highly regarded
   11. Knowledge of conservation sector (desirable)
5. **Skills & Personal Attributes**
   1. *Essential Skills – skills of a high order are required in the following areas:*

* Well-developed fundraising management and supporter engagement skills.
* Excellent verbal and written communication skills.
* Excellent interpersonal and stakeholder management skills.
* Project planning, monitoring and evaluation skills.
* Experience in providing high quality customer care.
* Interpersonal awareness and negotiation.
* Ability to keep multiple projects or activities progressing at one time.
* Where resources are limited, capable of creative problem solving.
* Experience in working with databases and/or fundraising software platforms.
* Highly organised with excellent time management skills.
  1. *Personal Attributes*
* Initiative with an optimistic outlook.
* Enthusiastic and highly motivated.
* Drive to achieve results; creative in environment with limited resources.
* Ability to work independently and as part of a team in an accountable manner.
* Ability to work flexible hours inclusive of weekends.
* Police record and Working with Children checks are required.
* Must possess a current drivers’ license.
* Understanding of and commitment to Thin Green Line Foundation's development philosophy, principles and goals.
* Understanding of and commitment to adhere to equity, diversity, child safe and staff health and wellbeing principles.

1. **Travel**

Interstate travel is a requirement of the position. It is a condition of employment that staff abide by all Foundation security and safety protocols, policies and procedures.