



**Connected
Courageous
Compassionate**

Position Title:	Fundraising Manager
Department:	Marketing
Reports To:	Director for Marketing
Team Supervision:	Key Relationship Manager; Fundraising Campaigns Officer & Supporter Relations Officer

Full / Part Time:	Part-Time
Revised Date:	July 2019

Purpose of Position: A basic statement that describes the intent of the position.

The Fundraising Manager is responsible for the design and implementation of a supporter engagement strategy that includes multi-channel fundraising campaigns, major gifts and bequests, community fundraising and events, and supporter care. This position is also responsible for the retention, acquisition and stewarding of new regular givers and the reactivation of lapsed supporters.

Behavioural Expectations: Our code of Conduct - How we do things in our organisation that underpins our values.

ADRA Australia Code of Conduct and related policies

Key Competencies: The competencies, qualifications, skills and experience the person needs to do the role successfully.

A related University degree with 5 years+ experience in fundraising, marketing and/or communications preferably within the non-for-profit industry. Demonstrated strategic agility and strong stakeholder engagement skills.

ADRA Competency Framework: 1.1 Leading & Supervising, 3.3 Presenting & Communicating Information, 5.2 Creating & Innovating, 4.3 Analysing, 7.2 Coping with Pressure & Setbacks

Key Responsibilities: The things that the person needs to be responsible for to successfully fulfil the obligations of this position.

Area of Responsibility Groupings or areas of responsibility	Actions / Tasks / Objectives What has to get done in this area	Measures of Success / KPI's How job performance will be measured
STRATEGIC DIRECTION	<ul style="list-style-type: none"> Support the Marketing Director in developing and implementing the agency's supporter engagement strategy with a focus on fundraising and supporter care. This includes development and implementation of a fundraising plan. Collaborate with the National Program team to formulate strategic fundraising plans for the National program. Advise and train ADRA conference directors to ensure joint planning, decision-making and reporting, as appropriate, in the delivery of the National Program fundraising strategy. 	<ul style="list-style-type: none"> Consistently reflects the mission and values of the Seventh-day Adventist Church and of ADRA Australia. Consistently demonstrates sound judgment in decision making. Availability of a robust fundraising plan and annual calendar of fundraising activities. Clear KPIs about engagement with the National Program team in helping to drive the organisation's fundraising and promotion strategy through the National Program. Consistently meeting the agreed fundraising and supporter care targets/objectives.
STAKEHOLDER MANAGEMENT	<ul style="list-style-type: none"> Ensure that prospective and current supporters have an engaging and positive experience with ADRA Australia. Enable best-practice fundraising, marketing and communication practice at ADRA Australia through data analytics and reporting. 	<ul style="list-style-type: none"> Consistently achieves very positive performance appraisal results. Consistently provides reports about supporter retention, acquisition, lifetime value and other important fundraising and marketing metrics.

LEADERSHIP	<ul style="list-style-type: none"> • Guide, support and encourage Fundraising Team Members to set and successfully achieve their performance objectives and enjoy their personal contribution to ADRA Australia. 	<ul style="list-style-type: none"> • Effectively conducts performance reviews, identified professional development opportunities and oversees the staff management functions of the position. • Marketing team members achieve their performance objectives and demonstrate high levels of engagement and job satisfaction. • Effective in giving and positively responding to feedback.
-------------------	---	---

Employee Signature:
 Print Employee Name:

Supervisor(s) Signature(s):
 Print Supervisor Name:

Date: / /