



POSITION DESCRIPTION

PHILANTHROPY AND COMMUNICATIONS MANAGER

PRIMARY PURPOSE

As Philanthropy and Communications Manager you lead the planning and execution of the fundraising, philanthropy, marketing and external communications strategies, ensuring they align with Mary's House strategic and operational plans. Your central goals are to achieve a sustainable income stream with annual growth. This is a leadership role, reporting to the CEO.

There are two primary areas of focus: generating income to maintain and grow our frontline services; and engaging a highly committed and generous local community. You will raise and maintain public awareness of our services for all stakeholders and lead a communications strategy that supports revenue generation and advocacy about women and children's safety. You are expected to grow your team over the medium term and employ the services of our talented volunteers.

POSITION IN CONTEXT

- Reports to the CEO

Direct reports

- Marketing Assistant (part time)
- It is expected you will have additional direct reports
- Volunteers assisting with fundraising or communication tasks

Key internal relationships

- Corporate Services Manager
- Frontline staff
- Finance staff
- Volunteers engaged in fundraising or communication tasks
- Volunteer Coordinator
- Board members

External stakeholders include

- Donors
- Corporates and community groups
- Trusts and foundations (private and corporate)
- Trust managers (e.g. Perpetual and Equity Trustees)
- Platform service providers
- Funding bodies
- Media
- Local politicians including local government
- Members of Mary's House Services Ltd



RESPONSIBILITIES

Income generation and public profile

- Collaborate with the CEO and fundraising and communications team to develop fundraising and external communications and marketing strategies. These strategies will align with our operational plan and strategic plan and be regularly reviewed
- Execute the fundraising and external communication and marketing strategies on time and within budget
- Ensure annual sustainable income growth
- Collaborate with the CEO to develop and execute a media plan that maintains reputation and raises the profile of Mary's House as a service provider and an advocate for women and children's safety
- Manage a budget: in collaboration with CEO, forecast and manage income and expenditure related to fundraising and communications

Community and team engagement; staff management

- Engage board members and members of Mary's House Services Ltd and key volunteers in fundraising and execution strategies
- Collaborate with the CEO to develop and maintain a strong and proud fundraising culture among staff
- Work collaboratively with your team, all staff and volunteers to communicate and execute fundraising and communication strategies.
- Build networks and strengthen relationships with external stakeholders including community groups, corporates, and major donors
- Work collaboratively with the Corporate Services Manager to support her internal communications strategy
- Provide direction, mentoring and development to the Marketing Assistant and other direct reports or volunteers. As income grows, you are expected to be managing more direct reports (between three and five over the medium term). Ensure direct reports are supported to develop professional development plans
- Report to the CEO on progress, challenges and successes, in particular on the KPIs listed below, including preparation of reports suitable for the board

Project, event and digital asset management

- Manage projects, events and campaigns from concept to execution with clear documentation and accurate and complete data recording and reporting using the database (eTapestry)
- Lead the maintenance, management and optimisation of digital assets and social platforms, in particular the website and the CRM database. Ensure Mary's House maintains clean data and complies with privacy laws
- Manage and coordinate any Mary's House events and strategically engage with and support third party fundraising events

Note: in-house events are expected to be limited to those of strategic importance from a fundraising, prospect development or profile-raising perspective. Engagement of external event producers could be considered as part of an event strategy.



As a guide: you are expected to spend about 40% of your time on major gift solicitation and gifts in wills, stewardship and communications; about 30% of your time on applications and reporting on major grants from trusts and foundations; about 20% of your time on community and corporate engagement and communications with a view to soliciting financial and in-kind support; and about 10% of your time on any agreed in-house event/s and supporting third party fundraisers. These ratios are expected to change as the team grows.

Essential attributes

- Current Working with Children Check,
- Criminal Record Check, renewed every five years or as directed
- You must identify as a woman. Mary's House Services considers being a woman a genuine occupational qualification for this position under s.31 of the Anti-Discrimination Act 1977 (NSW).

Desirable attributes

- Relevant tertiary qualification

Essential Skills

- Generation of transformative philanthropic gifts – major gifts from individuals, major grants from trusts and foundations, significant financial support from corporates
- Confidence to discuss philanthropic giving and either “make the ask” or support the CEO, a board member or stakeholder to “make the ask”
- High levels of emotional intelligence, in particular awareness of others’ emotions and self-awareness, and confidence when engaging in difficult conversations
- Organisational skills to manage in-house events, ensure accurate data maintenance, on-time grant applications and execution of strategies
- Working effectively with volunteers to support strategies e.g. in prospect research, donor introductions or speaking at third party events
- Building authentic relationships with colleagues, board members, supporters and our community
- Creative thinking for campaigns, communications and strategy
- High motivation to make a transformative difference to women and children’s safety and wellbeing
- High attention to detail: in data management, responsive communication and reporting to supporters
- Understanding of the fundamentals of database management and maintenance of clean data
- High motivation to achieve financial success that will support our vision and goals
- Outstanding verbal and written communication skills, and an ability to authentically communicate our gratitude to supporters and volunteers



Desirable skills and experience

- 5+ years' experience in fundraising and philanthropy
- Experience working in a not for profit environment
- Knowledge and understanding of the social and economic issues related to domestic and family violence affecting women and children
- Working with or managing volunteers
- PR / Media liaison
- Grant writing
- Experience using digital platforms and strategies for income generation and marketing
- Able to use or lead the use of digital tools such as Wordpress, Canva or InDesign
- Experience using a CRM or fundraising database
- Confident public speaker

KEY PERFORMANCE INDICATORS

- Development of fundraising and communications strategies that align with strategic and operational plans
- Setting and achieving revenue targets, including annual sustainable increases in income and managing relevant budget
- Setting and achieving profile/publicity/external communication targets and managing relevant budget
- Working in alignment with organisational values
- High levels of retention of donors and supporters
- Professional development and wellbeing of direct reports
- Development and retention of key volunteers, excellent relationships with board and key community stakeholders

To be considered for this position, you must answer these two questions; each answer should not exceed 300 words

1. This role requires strategic thinking and the ability to execute a plan, while guiding others and collaborating with others. Detail your experience in this area and provide an example of when you have developed a strategy and successfully executed it.
2. Organisational skills and attention to detail are important when engaging with multiple donors of varying capacity, corporates, community groups and other key stakeholders. Please explain how you meet these requirements and provide an example or examples of using these skills to communicate effectively with multiple stakeholders.