

Individual Giving Manager

Position Description

Date: Tuesday, 29 October 2024

The organisation

As Australia's only national bird conservation charity, we are on a mission to put birds and nature on the path to recovery within a decade, leading and facilitating action that halts biodiversity loss and restores ecosystems. We can only achieve this with the help and support afforded to us by our diverse stakeholders including supporters, campaigners, donors, members and like-minded conservation organisations.

BirdLife Australia takes a science and evidence-based approach to bird conservation. Where strong conservation plans are in place and well-resourced the evidence tells us that threatened species can be brought back from the brink of extinction. With a 100-plus year history and Australia's strongest and longest-lived collection of data and surveys, BirdLife Australia brings a wealth of observation and experience to the protection of native birds.

BirdLife Australia is a diverse organisation with more than 330,000 supporters, donors, volunteers, campaigners and members, over 130 staff across Australia, and a network of more than 40 voluntary community groups.

A significant part of BirdLife Australia's work is done by volunteers acting either alone, in organised groups or serving on Committees. It is important that all staff understand and appreciate the contribution made by volunteers, and are also mindful of their varying skills, interests and motivations.

BirdLife Australia acknowledges the important role First Nations People throughout Australia have played, and continue to play, caring for Country. We acknowledge their continuing connection to land, sea and community and pay respect to Traditional Owners and their cultures, and to their Elders both past and present. BirdLife Australia endeavours to facilitate the further engagement of Indigenous Australians in the research and conservation of our native birds.

The role

The Individual Giving Manager leads a specialised team focused on increasing philanthropic income, community fundraising, and BirdLife's donor base. This role supports the Fundraising and Marketing team in executing fundraising strategies and programs across various channels to achieve and surpass organisational goals.

Position title

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Position objective

Grow and enhance BirdLife Australia's income and fundraising outcomes leading a small and dynamic team.

Status

This is a full-time (1.0 FTE) position offered on a continual contract.

Staff reporting

Fundraising team members, including Regular Giving Coordinator, Single Gifts and Appeals Coordinator and Fundraising Data and Insights Coordinators.

Remuneration / Job Level

Salary at Level 4 based on program complexity and scale and experience and expertise. *(As per published Level / Grade Remuneration Scales)*

Location

This is a hybrid position with the ability to be worked from the BirdLife Australia National Office, Carlton, Melbourne and home-based location.

Reporting

This position reports to the Director Fundraising and Marketing.

Key relationships

Internal: CEO, and Executive Leadership Team; Chair and members of Birdie's Development Group; Director Fundraising and Marketing, National Major Gifts Manager, Manager Marketing and Sales; Campaigns Manager; Program Managers; Supporter Care team; Senior Accountant; Branches and Special Interest Groups; department volunteers, Network Group Conveners (voluntary); other staff as required.

External: Donors including high value donors and monthly givers, supporters, suppliers and service providers; potential organisation partners.

Travel requirements

Some travel within Australia may be required

Duties

Grow philanthropic income and program development

- Lead the development of the individual and community giving program to deliver on revenue targets, timelines and expenditure budgets including:
 - Direct mail appeals.
 - Regular giving program including acquisition, reactivation and upgrades.

Individual Giving Manager

- Mid value donor engagement plans.
- Pilot acquisition campaigns.
- Donor journeys and stewarding.
- Membership journey and stewardship communications.
- Develop innovative growth strategies to increase revenue through current and new streams including inspiring digital fundraising.
- Monitor, benchmark and report on development activity outcomes and ROI.
- Develop program growth strategy in conjunction with the Director Fundraising and Marketing.
- Set income and expenditure annual budgets and reforecast for board reporting.

Grow and develop donor base

- Work closely with the National Major Gifts Manager, Director Fundraising and Marketing, Manager Marketing and Sales, and other staff members to:
 - Integrate donor products, campaigns and journeys across engagement and communications channels.
 - Integrate donor asks into communications, digital and social media.
 - Ensure organisation-wide campaigns support timely donor acquisition and activation strategies.
 - Develop and enhance donor journeys, stewarding and relationship building plans.
 - Develop and integrate digital fundraising as a key channel.
 - Steward and uplift mid value donors, including engagement events, nurturing prospects and developing welcome and thank you strategies.

Community fundraising and subject matter expert partnerships

- Working closely with the Director Fundraising and Marketing and Supporter Care team, develop community fundraising strategy and implement business procedures for management.
- Manage all aspects of active and potential and new subject matter expert partnerships including responding to approaches made by businesses, value evaluation, branding alignment and agreements.
- Develop community fundraising supporter journey and cross promotion opportunities.

Team leadership

- Lead and support a small high performing team in a growing and challenging environment.
- Ensure appropriate resourcing for donation processing and compliance with FIA Code of Conduct and policies.
- Champion and encourage a donor-first culture across the organisation.
- Identify and advise on emerging fundraising trends and issues and their impacts on team outcomes.
- Ensure all communications maintain brand integrity and tone.

Individual Giving Manager

Selection criteria

Essential

- 5 plus years' experience in a fundraising and/or a related field, including team management.
- Demonstrated practical experience in a mix of direct marketing fundraising and e-campaigns, donor stewarding, writing and data analysis.
- Demonstrated experience with setting, managing and delivering on income targets and budgets as well as non-financial KPIs.
- A strong understanding of CRM systems (Raiser's Edge, Salesforce) combined with a proven ability to extract insight from data and marketing analytics.
- Understanding of digital communication and marketing to support integrated fundraising campaigns.
- Ability to absorb and synthesise specialist information across a range of areas and present this in a simple and effective manner.
- Strong interpersonal relationship building and management skills, managing relationships with multiple stakeholders, often with competing priorities and interests.
- Flair for developing creative donor propositions highly developed written and verbal communication skills including preparation and delivery of presentations to a range of audiences.
- Strong analytical, management and organisational skills.
- Highly accountable for achieving goals and demonstrating values and behaviours.

Desirable

- An affinity with the aims and philosophy of a not-for-profit conservation organisation.
- Ability to interpret and communicate technical and scientific information into plain language.
- Good knowledge of environmental issues.
- Completed Fundraising Institute of Australia code of conduct, or willing to do so.

Workstyle, attributes, and attitudes

- Motivated by collaboration and collective success.
- Flexible and adaptable.
- The ability to inspire and motivate others.
- Openness to change, receptiveness to new ideas.
- A team builder and team player.
- Works positively, effectively and sensitively with a wide range of people.
- Takes responsibility and exercises initiative.
- Reliable and responsive
- Adaptable working styles.

Living our Values

- Promote and role model appropriate behaviours that support BirdLife Australia's culture and values.

Individual Giving Manager

- Actively demonstrate organisational values.

<i>Passion</i>	<i>Excellence</i>	<i>Leadership</i>	<i>Collaboration</i>	<i>Integrity</i>	<i>Impact</i>
We bring people together around a love of nature	Science and knowledge is at the centre of everything we do	We empower and inspire people to lead with courage and purpose	We embrace diversity and work in partnership with mutual respect	Our success is based on experience, honesty, trust and fairness	We think globally, lead nationally and act locally

OH&S statement

Employees and potential employees should be aware that the requirements of the position include, but are not limited to:

- Limited attendance at evening or weekend meetings.
- Possible driving for extended periods and interstate travel.
- Long periods of sedentary desk and computer duties and telephone use.
- Possible lifting and moving of heavy equipment and objects.
- Overnight and weekend work in the field and at conferences.