

# Job Description

## Details

<b>Job title</b>	Fundraising Campaigns Manager	<b>Team</b>	Partnerships
<b>Reports to</b>	Head of Partnerships	<b>Job status</b>	Permanent
<b>Direct reports</b>	Nil	<b>Hours</b>	Full Time
<b>Updated</b>	March 2021		

## Our Vision and Mission

<b>Our Vision</b>	For every sick child to have the best possible health care, with access to world class research and clinical treatment in a healing environment		
<b>Our Mission</b>	We help save children's lives and work wonders for sick kids and their families		
<b>Our Values</b>	<b>Accountability</b>	We aim to deliver high impact results, are accountable for our actions and resources and communicate this openly and honestly	
	<b>Recognition &amp; Respect</b>	We are respectful in all our interactions and committed to recognising others and valuing their contributions	
	<b>Care</b>	We care for everyone we impact – the children always come first	
	<b>Working Together</b>	We selflessly support and trust each other and our teams, share our ideas and goals, work hard, have fun and celebrate our achievements	
	<b>Excellence &amp; Innovation</b>	We strive for excellence, encourage innovation and develop our skills to achieve our best	

## Key Relationships

<b>Primary internal relationships</b>	Chief Executive Officer, Chief Marketing & Fundraising Officer, Head of Partnerships, internal stakeholders (ICT, Finance, P&C, Marketing, Patient and Family Support)
<b>Primary external relationships</b>	Current and prospective partners, Channel Nine, Children's Health Queensland, Coffee Club Ball Committee, suppliers

## The Person

<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Appropriate postgraduate qualifications in a relevant discipline or an equivalent combination of relevant experience and education/training;</li></ul>
<b>Skills and Experience</b>	<ul style="list-style-type: none"><li>• Strong understanding and min 4 years' experience in fundraising environment and project management of events and/or cross organisational campaigns</li><li>• Strong negotiation and influencing skills to ensure priorities are met</li><li>• Customer centric approach – ability to view and test with customer experience always front of mind</li><li>• Demonstrated account management experience, working on multi partner campaigns</li><li>• Demonstrated experience in strategic fundraising and/or fundraising programs for not-for-profit or similar organisations</li><li>• Demonstrated experience in identifying prospective partnerships together with the ability to negotiate mutually beneficial outcomes and maintain relationships</li><li>• Demonstrated experience writing and presenting proposals to secure opportunities</li><li>• Budget management experience and the ability to interpret and draw conclusions</li><li>• Experience with customer relationship management (CRM) systems and project management and planning software</li><li>• Experience in data analysis, evaluating and reporting</li><li>• Excellent oral and written communication, interpersonal and presentation skills</li><li>• Demonstrated ability to meet deadlines, good problem-solving skills, ability to work under pressure whilst using your initiative to prioritise tasks, with a commitment to quality outcomes and customer service</li><li>• Ability to think from an organisational, not just team perspective</li></ul>

## Job Purpose

<b>Primary purpose of role</b>	The Fundraising Campaigns Manager is responsible for leading and project managing integrated fundraising campaigns across the Foundation. This includes leading and managing the Channel Nine Telethon, The Coffee Club Telethon Ball, an integrated Christmas Campaign, and project managing collaborative fundraising efforts for other campaigns.
--------------------------------	--

## Key Responsibilities

<b>Planning and Administration</b>	<ul style="list-style-type: none"><li>• With the Head of Partnerships, develop the strategic and operational plan for the Channel Nine Telethon and related activations, and the Coffee Club Telethon Ball.</li><li>• With the Head of Partnerships, develop the operational plan and key deliverables associated with key fundraising campaigns</li><li>• Recording and documenting relevant information to ensure strong record keeping</li><li>• Contribute to the team budgets and reforecasting process in line with the organisational strategy and planning process</li><li>• Develop the budget management and financial reporting requirements</li><li>• Responsible for ensuring appropriate and compliant contracts are in place and are reviewed and updated on time</li><li>• Responsible for developing regular and ad hoc reports that are accurate and provide insight into current operations</li><li>• Undertake general administration tasks including, raising purchase orders, filing, tracking invoices, and maintaining registers</li><li>• Responsible for leading process documentation and keeping good records of all activities using the Foundation's CRM and document storage</li></ul>
<b>Project Management – Channel Nine Telethon &amp; The Coffee Club Telethon Ball</b>	<ul style="list-style-type: none"><li>• Responsible for the overall planning, execution and evaluation of the Channel Nine Telethon and The Coffee Club Telethon Ball<ul style="list-style-type: none"><li>- Adopt a collaborative project management approach to proactively lead stakeholders responsible for delivering elements of the Telethon and the Ball to ensure program KPIs are met</li><li>- Lead in the development and implementation of campaign planning documents including Project Plans, Fundraising and Stewardship plans and donor journeys for campaigns associated with the Telethon and the Ball</li><li>- Work with key stakeholders to develop and oversee implementation of operational plans e.g. Events, sponsor management, relationship management and stewardship of supporters</li><li>- Lead the development, collation and tracking of campaign budgets and schedules</li><li>- With the Head of Partnerships lead the Telethon internal stakeholder project group</li></ul></li></ul>

- With the Head of Partnerships and Head of Marketing & Communications ensure consistent brand and messaging for campaigns
- Liaise with relevant stakeholders to ensure appropriate contracts are in place and ensure appropriate ongoing management and key elements are met
- Engage with all Telethon and Ball partners through the relevant Partnerships Managers and manage the relationships with Telethon Presenting Partners and The Coffee Club Telethon Ball Platinum Partners to ensure appropriate outcomes for all involved
- Liaise with the Marcomms team to ensure all PR/ media opportunities and advertising are captured and integrated into the campaign

#### **Stakeholder Management**

- Ensure each stakeholder is managed in a supportive, collaborative manner, with the ability to leverage opportunities
- Responsible for developing relationships in line with operational plans and budget requirements
- Shared responsibility to attend relevant meetings and events to build relationships with key stakeholders
- Manage and resolve any issues as they arise. Where required, escalate to your manager

#### **Fundraising Campaign Management**

- Working with fundraising Heads of Departments, develop and embed a collaborative approach to ensure fundraising efforts for Integrated Fundraising Campaigns are maximised
  - Lead campaign planning and develop associated project plans to ensure momentum of fundraising is achieved
  - Responsible for the delivery of fundraising campaigns on time and to budget
  - Work with fundraising Heads of Departments to ensure fundraising targets are achieved
  - Work with Marketing and Communications to develop a case for support, communications plan and required assets for fundraising campaigns
  - Work with Research and Grants team get project updates to share with fundraisers
  - Present updates across the organisation to ensure visibility and momentum is achieved.

#### **Work Health & Safety**

- Follow all Children's Hospital Foundation WH&S policies and procedures
- Report all known or observable hazards
- Take reasonable care at work to ensure your own and others' safety

## Competencies

<b>Developing Direct Reports and Others</b>	Provides challenging and stretching tasks and assignments; holds frequent development discussions; is aware of each person's career goals; constructs compelling development plans and executes them; pushes people to accept developmental moves; will take on those who need help and further development; cooperates with the developmental system in the organisation; is a people builder.
<b>Timely Decision Making</b>	Makes decisions in a timely manner, sometimes with incomplete information and under tight deadlines and pressure; able to make a quick decision
<b>Conflict Management</b>	Steps up to conflicts, seeing them as opportunities; reads situations quickly; good at focused listening; can hammer out tough agreements and settle disputes equitably; can find common ground and get cooperation with minimal noise
<b>Comfort Around Higher Management</b>	Picks up on the need to change personal, interpersonal and managerial behaviour quickly; watches others for their reactions to his/her attempts to influence and perform and adjust; seeks feedback; is sensitive to changing personal demands and requirements and changes accordingly
<b>Drive for Results</b>	Can be counted on to exceed goals successfully; is constantly and consistently one of the top performers; very bottom line oriented; steadfastly pushes self and others for results.
<b>Process Management</b>	Good at figuring out the processes necessary to get things done; Knows how to organise people and activities; Understands how to separate and combine tasks into efficient workflow; Knows what to measure and how to measure it; Can see opportunities for synergy and integration where others can't; Can simplify complex processes; Gets more out of fewer resources

## Other Considerations

The Children's Hospital Foundation is committed to child safety. The Working with Children (Risk Management and Screening) Act 2000 requires that people who work with children in certain categories of employment undergo the 'working with children' check. All Foundation employees must be eligible for a Blue Suitability Card, issued by the Department of Justice and Attorney-General. The issue and maintenance of a positive suitability notice is a requirement for continued employment at the Foundation.