

ROLE TITLE:	Partners and Major Donors Lead	BUSINESS UNIT:	Marketing and Communications
DATE:	December 2021	FTE:	1.0
REPORTS TO:	Marketing and Communications Manager (vacant) / Chief Executive Officer	ROLES REPORTING TO THIS ROLE:	Donor & Community Relations Officer; Manager Community Engagement; Partnerships Officer

APPROVED: **6/ 12/2021**

ROLE PURPOSE:

International Needs Australia (INA) is a Department of Foreign Affairs (DFAT) and donor-funded and accredited international development organisation that works with the poorest and most marginalised communities, especially women and children, to eliminate poverty and its causes regardless of affiliation. INA is different in our approach to international development and our engagement with Australian supporters because INA:

- focuses on women and children in three key areas: Education, Health and Livelihoods
- works in Southeast Asia, South Asia & Eastern Africa (currently Ethiopia, Uganda, Ghana, India, Nepal, Sri Lanka, Myanmar, Philippines)
- is grounded in Christian values and strives for a just world where all people are treated equally to reach their God-given potential
- commits to in-country project localisation with innovative partners and work through local staff and volunteers. We believe this is respectful and supports the development of more substantial and sustainable partner organisations and community outcomes
- believes in poverty alleviation through a cross-sectoral and holistic approach to community development. This approach lets us partner with donors and other agencies committed to holistic poverty alleviation, focusing on community-prioritised needs
- conducts national education programs with Australian students that align with the Australian curriculum to help youth clarify their personal purpose and increase empathy and understanding of global poverty and the Sustainable Development Goals
- brings our funding contributors and in-country partners closer together and easily co-design projects with all stakeholders to support innovation and alignment of programs
- is efficient and allocates over 83% of funds to overseas projects or community education programs

Marketing and Communications aims to increase income and brand awareness to support INA to achieve its Mission. The team:

1. delivers a regular schedule of appeals to inspire active support for INA programs from current and prospective donors
2. acquires new supporters (individual donors, business partners and schools) on a journey to fight injustice and alleviate poverty
3. enhances the donor engagement and journey
4. strengthens engagement with business, trusts and foundations
5. raises brand awareness through advocacy and communications campaigns
6. grows grant income

Reporting to the Manager- Marketing and Communications (vacant) / Chief Executive Officer, the Partners and Major Donors Team Leader is responsible for ensuring the development of programs and project proposals to raise major gifts and develop partnerships to support this. The position also develops the standard operating procedures to systematise this activity. To be successful in this role, you will have a history of delivering outstanding results in fundraising and partnership development and inspiring people to support a cause that aligns with INA's work.

You will be a skilled networker and communicator, both to large groups, in boardrooms and in a one-on-one situation, with an increased focus on corporate and major gift/ bequest partnerships and will also manage and grow a portfolio of national and local organisational partners such as business, service clubs, universities, diaspora/cultural groups and church groups.

The position will identify, cultivate, solicit and steward relationships with major donors and prospects to ensure a solid donor pipeline is built and maintained. The role will focus on developing and growing lifetime relationships with committed and passionate donors to ensure income targets are achieved, as well as repeated and increased levels of future giving.

With the CEO and Chair of the Board, the position manages all key major donor partnerships and relationships. Specific initiatives include:

- Strengthening a bequests program
- Converting lapsed major donors
- Achieving support from churches and church groups
- Achieving support from university and youth student groups
- Initiating and maintaining contact with major donors and donor prospects
- Develop business, service club and diaspora partnerships

KEY OUTCOMES:

1. Develop new partnerships, national and local organisational partners such as business, service clubs, universities, diaspora/cultural groups and church groups to increase INA's profile, impact and influence to raise funds to support INA's mission
2. Develop and implement strategies for growing INA's profile and fundraising opportunities
3. Maintain and strengthen existing relationships with major donors, national and local organisational partners such as business, service clubs, universities, diaspora/cultural groups and church groups. Contribute to the planning and implementation of expansion strategies for all fundraising opportunities across your region
4. Present and speak at national and local organisational partners such as business, service clubs, universities, diaspora/cultural groups and church groups and events as required to highlight the work of INA with the aim of engaging new donors
5. Implement a wills and bequests strategy and partnerships working closely with other INA staff accordingly
6. Work with INA staff to undertake prospect identification and research to increase the number of qualified major donor prospects, and expand and prioritise the major gift pipeline
7. Actively cultivate relationships with businesses and donor prospects and solicit major gifts via a series of planned and meaningful interactions and well-written and compelling proposals, briefs and presentations. Conduct calls to lapsed major donors
8. Ensure systematic follow up with prospects and donor discovery visits/qualification meetings, and annual update meetings, and work with the INA team to produce accurate and informative donor impact reports
9. Plan and implement personalised stewardship activities for donors (individual and institutional), in conjunction with INA staff, including the delivery of relevant and engaging major gift events and stewardship activities and donor report backs
10. Actively develop relationships with university and youth groups, churches and church groups and provide them with impact stories to inspire giving through events and speaking engagements
11. Ensure insights from engagement are captured in INA's CRM database on a regular basis
12. Work collaboratively with the International Programs and Marketing and Communications teams to contribute to the enhancement of fundraising programs as required

KEY RELATIONSHIPS / INTERACTIONS

Direct working relationship:

- Manager, Marketing and Communications (vacant) / Chief Executive Officer
- Donor & Community Relations Officer

External working relationships

- Major donors
- External stakeholders



- Partnerships Officer

Internal Working Relationships

- Manager Marketing and Communications
- Education Officer
- Coordinator - Actyourpurpose
- Marketing and Communications Team Leader
- Manager International Programs

KEY SELECTION CRITERIA

The successful applicant will address the capabilities by providing real evidence through stated and written examples of work. The responses should demonstrate the capabilities, and the achieved outcomes.

The claims of each applicant will be assessed against the Key Selection Criteria. Applicants should frame their application in the context of the requirements of the role and its key outcomes. The selection panel will assess applications against the capabilities below, taking into consideration the context of the role and any specific abilities that have been identified as being relevant /necessary for the role.

Essential criteria

QUALIFICATIONS AND KEY CAPABILITIES:

- At least five years of experience in corporate, major donor or other fundraising, with demonstrated success in engaging with organisations such as business, service clubs, universities, diaspora/cultural groups and church groups for fundraising in not-for-profit organisations
- A demonstrated capacity to generate new leads that lead to awareness-raising and fundraising by developing and managing relationships with external stakeholders
- Proven track record of generating significant gifts from high net worth individuals, corporates or churches
- Exemplary communication skills, including persuasive negotiating and public speaking abilities
- Exemplary interpersonal skills, including the ability to network with people of diverse ages and backgrounds
- Demonstrable major gifts experience and proven success with donor identification, qualification, cultivation, solicitation and stewardship, through a metrics-based management process
- Strong knowledge of Melbourne and Victoria with strong existing networks across corporate and churches
- Knowledge of Customer Relationship Management software (e.g. Blackboard Raiser's Edge/other) and processes
- Experience in a relationship-building role (e.g. fundraising, sales, account management) and good understanding of partnership principles
- Well-developed administrative skills
- Strong results orientation, entrepreneurial approach and high level of perseverance
- Strong time management and organisational skills, with the demonstrated ability to manage multiple priorities and deadlines simultaneously
- Strong commitment to the values of INA, including commitment to the cause of international development
- An enthusiastic, energetic and self-motivated team player

QUALIFICATIONS

- Tertiary qualifications in sales, marketing, communication, international development and/or equivalent experience

Desirable Criteria

- Knowledge of international development

INA VALUES

- We are Christian
- We value and respect people of all ages, gender, race and creed
- We are committed to empowering local communities
- We are a voice for the poor, the disadvantaged and the oppressed
- We are stewards of natural, human and financial resources
- We demonstrate integrity and commitment

SPECIAL CONDITIONS

- A current driver's licence and the willingness to drive is a requirement
- Current passport or willingness to secure one
- Some out of hours work is required
- International, inter and intra-state travel may be required
- The incumbent will be required to achieve performance targets as negotiated and mutually agreed with the CEO
- The successful applicant is required to gain a relevant working with children and other required checks prior to being employed which is required to be renewed as required.
- Australian residency or current works permit is required (responsibility of applicant to provide evidence of a current work permit).