**Position Family: Fundraising**

*Donations Processing*

Donor Communications Manager [MKT.20017.5](#bookmark245)

Donor Services Coordinator [SLS.15037.3](#bookmark246)

Donor Services Officer [SLS.15037.2](#bookmark247)

*Fundraising/Bequests*

General Manager - Fundraising [EXE.85111.7](#bookmark248)

General Manager - Trusts & Foundations [EXS.85308.7](#bookmark249)

National Fundraising/Bequests Manager [MKT.20012.6](#bookmark250)

Fundraising/Bequests Manager [MKT.20012.5](#bookmark251)

Trusts & Foundations Manager [RFN.85407.5](#bookmark252)

Fundraising/Bequests Coordinator [MKT.20012.4](#bookmark253)

Grants Officer [MKT.20013.4](#bookmark254)

Fundraising/Bequests Officer [MKT.20012.2](#bookmark255)

*Partnerships & Sponsorship*

Partnership Manager [MKT.20019.5](#bookmark256)

Partnership Coordinator [MKT.20019.4](#bookmark257)

Sponsorship Coordinator [MKT.20026.4](#bookmark258)

Sponsorship Assistant [MKT.20026.3](#bookmark259)

**Position title: Donor Communications Manager Aon Position code: MKT.20017.5**

**Level: 5**

**Responsible for**

Planning and managing the Direct Marketing function of the organisation with the objective of achieving profitability/funding and budgeted targets.

# Report to

GM - Marketing.

# Supervises

Direct Marketing Specialists.

# Main activities

* + Developing and implementing donor communication and retention strategy to engage existing donors to build loyalty and reduce attrition.
	+ Planning and managing delivery of direct marketing campaigns for existing donors.
	+ Supporting direction, development and delivery of donor acquisition campaigns.
	+ Managing and nurturing relationships with monthly pledge donors.
	+ Evaluating and reporting on direct marketing campaign performance and donor giving activity.
	+ Monitoring and reporting on budgeted income and expenditure to meet targets.

# Key skills

* + Strong organisational and administrative skills.
	+ Good communication skills - both written and verbal.
	+ Persuasive 'selling' skills.
	+ Strong knowledge of database functionality.
	+ Advanced knowledge of Direct Marketing principles.

# Internal contacts

Fundraising, Public/Community Relations, Management, IT, Finance.

# External contacts

Suppliers, Industry Associations.

# Typical experience

At least 5 years experience in Sales/Marketing or fundraising coupled with a Marketing Degree.

# Other comments

**Position title: Donor Services Coordinator**

**Aon Position code: SLS.15037.3**

**Level: 3**

**Responsible for**

Supervises and train donor services staff.

# Report to

Fundraising/Bequests Manager

# Supervises

Donor Services Officers

# Main activities

* + Supervise the donor officer team.
	+ Provide daily, weekly and monthly reports of donations received according to user requirements.
	+ Reconciliation of monies processed and monies banked.
	+ Resolution of queries from the bank and credit card providers.
	+ Assist and train new staff.
	+ Day to day coordination of strategy for processing donations during large-scale emergencies.

# Key skills

* + Proven sales ability via the telephone.
	+ Excellent communication skills (both written and verbal) and telephone manner
	+ Strong organisational and administrative skills.
	+ Leadership and problem-solving skills.
	+ Sound product/service knowledge.
	+ Strong data analysis and reporting skills

# Internal contacts

Marketing, Data, Donor processing and Fundraising teams

# External contacts

Donors, banks and credit providers.

# Typical experience

2+ years experience in data entry, database administration, accounts processing and customer service.

# Other comments

**Position title: Donor Services Officer**

**Aon Position code: SLS.15037.2**

**Level: 2**

**Responsible for**

Accurate input and maintenance of data and administrative activities relating to supporter donations, actions and feedback.

# Report to

Donor Services Coordinator

# Supervises

May supervise Casual staff/ volunteers

# Main activities

* + Processing cash, cheques and credit card donations in a timely manner
	+ Assist with daily reconciliations and the receipting process
	+ General administration in relation to processing and donor contact
	+ Assisting with telephone donations and donor related queries
	+ Handle feedback and complaints from clients, supporters and the general public promptly and effectively, including maintaining records and initiating appropriate action or investigation.

# Key skills

* + Proven sales ability via the telephone.
	+ Excellent communication skills and telephone manner
	+ Administrative ability.
	+ Excellent Microsoft Office (Word, Excel) skills
	+ Sound product/service knowledge.

# Internal contacts

Marketing, Data, and Fundraising teams

# External contacts

Donors

# Typical experience

Practical experience in data entry, database administration, accounts processing and customer service

# Other comments

**Position title: General Manager - Fundraising Aon Position code: EXE.85111.7**

**Level: 7**

**Responsible for**

The Director of Fundraising has overall responsibility for the organisation’s effectiveness in raising funds to target and support the organisation's goals.

# Report to

Chief Executive Officer

# Supervises

Fundraising/Bequests Manager

# Main activities

* + Develop, implement, monitor and report on new fundraising activities to broaden, strengthen and professionalise the total fundraising mix to achieve revenue targets.
	+ Initiate and build integrated one to one fundraising programs, including direct marketing (acquisition and appeals); bequests; high net worth individuals; trusts and foundations
	+ Effectively and professionally recruit, lead, manage, monitor and develop the fundraising team
	+ Develop and manage a consistent, high quality donor care, communications and retention program across all touch points of the organisation.
	+ Brand development portfolio- management of brand advertising, positioning and communication of brand.
	+ Build and maintain close and positive working relationships with the different business areas and utilise output from those areas to increase fundraising effectiveness.
	+ Introduce and monitor account management practices to retain and expand the portfolio of high value cause-related marketing corporate partners. Work closely with the CEO, Marketing and Communications, to add value to such partnerships.
	+ Budgeting and forecasting - ensure return on investment, monitoring and reporting of all fundraising and marketing activity via concise management reporting.

# Key skills

* + Excellent communication skills, both written and verbal
	+ Proven leadership and management capability
	+ Effective leadership and people management skills.
	+ Working Knowledge in managing budgets and forecasting.
	+ Working knowledge and comprehensive understanding of different roles of media.
	+ Strong customer service ethic.

# Internal contacts

CEO, Marketing, Operations and Database manager

# External contacts

Major Donors and Marketing corporate partners

# Typical experience

At least 10 years of related experience (preferably within the NGO sector) coupled with tertiary qualifications (typically in marketing, communications or journalism)

# Other comments

**Position title: General Manager - Trusts & Foundations Aon Position code: EXS.85308.7**

**Level: 7**

**Responsible for**

Oversight of all fundraising from Trusts and Foundations associated with the organisation.

# Report to

CEO, Senior Executive team, Board of Directors.

# Supervises

May supervise Sales & Marketing team, Fundraising/Bequests Manager/team.

# Main activities

* + Ensuring that existing Trusts and Foundations are suitably monitored to provide the best outcome for the organisation.
	+ Researching corporate, industry and other Trust and Foundation sources, for matching opportunities with new and existing Program needs.
	+ Preparing and submitting, for final approval, the business case for the uses of the funds raised to the CEO/Senior Executive/Board of Directors Group.
	+ Writing grant proposals and reports to Trusts and Foundations as determined by the grants calendar and grant reporting requirements.
	+ Developing and maintain relationships with relevant Trusts and Foundations including scheduling external meetings with Trust and Foundation administrators
	+ Collaborating with Fundraising/Benefits Manager to develop and implement a range of strategies to increase income from Trust and Foundation sources.
	+ Ensuring enquiries from grantors are handled appropriately and efficiently and that research and database updates are accurate and timely.

# Key skills

* + High level planning and administrative skills.
	+ High level relationship and project management skills.
	+ High level communication skills.
	+ High level analytical skills.

# Internal contacts

Senior Executive team, Fundraising/Bequests Manager/team.

# External contacts

Relevant Trusts and Foundation administrators.

# Typical experience

Relevant tertiary qualifications, experience in the fundraising sector desirable.

# Other comments

**Position title: National Fundraising/Bequests Manager Aon Position code: MKT.20012.6**

**Level: 6**

**Responsible for**

Responsible for the leadership and strategic development of the organisation's Fundraising/Bequests Program(s).

# Report to

General Manager - Marketing or Head of Fundraising

# Supervises

Fundraising/Bequests Officers, Fundraising/Bequests Manager, Support Staff.

# Main activities

* + Developing strategies, plans and budgets of the organisation's Fundraising/Bequest Program(s).
	+ Implementing fundraising/bequest strategies that ensure a consistent flow of income from appeals, donors, bequests and other associated activities.
	+ Commissioning feasibility and research studies that allow informed decisions regarding proposed fundraising/bequest strategies and seeking opportunities to streamline existing initiatives and activities to improve efficiency and costs
	+ Managing fundraising initiatives and events to ensure achievement of a well-rounded events calendar that delivers maximum financial, branding and awareness benefits.
	+ Maintaining relationships with existing donors and managing activities associated with donor renewal.
	+ Achieving a high public profile for the organisation through public speaking engagements for interested groups.
	+ Identifying and nurturing relationships with prospective donors.
	+ Ensuring relevant Trust and Foundation submissions are written and dispatched in appropriate time frames.
	+ Preparing and presenting reports to Senior Management that monitor the ongoing effectiveness of fundraising/bequest activities.

# Key skills

* + Proven experience in achieving donation income.
	+ Excellent communication skills, both written and verbal.
	+ Good organisational and administrative skills.
	+ Displays enthusiasm and innovation.
	+ Proven leadership and management capability.

# Internal contacts

Management, Finance, IT, Events.

# External contacts

Donors (Individual & Corporate), Media, Community Groups, Industry Associations, Government Representatives.

# Typical experience

At least 5 years experience in fundraising activities coupled with tertiary qualifications.

# Other comments

**Position title: Fundraising/Bequests Manager Aon Position code: MKT.20012.5**

**Level: 5**

**Responsible for**

Managing operational activities associated with the organisation's Fundraising/Bequests Program(s).

# Report to

General Manager - Marketing.

# Supervises

Fundraising/Bequests Officers, Support Staff.

# Main activities

* + Assisting in the strategic development of the organisation's Fundraising/Bequest Program(s).
	+ Implementing fundraising/bequest strategies that ensure a consistent flow of income from appeals, donors, bequests and other associated activities.
	+ Overseeing feasibility and research studies that allow informed decisions regarding proposed fundraising/bequest strategies.
	+ Maintaining relationships with existing donors and co-coordinating activities associated with donor renewal.
	+ Achieving a high public profile for the organisation by public speaking to interested groups.
	+ Identifying and nurturing relationships with prospective donors through personal, telephone and mail contact.
	+ Utilising a database to monitor interactions with existing and prospective donors.
	+ Ensuring relevant Trust and Foundation submissions are written and dispatched in appropriate time frames.
	+ Preparing and presenting reports to Management that monitor the ongoing effectiveness of fundraising/bequest activities.

# Key skills

* + Proven experience in achieving donation income.
	+ Excellent communication skills, both written and verbal.
	+ Good organisational and administrative skills.
	+ Displays enthusiasm and innovation.
	+ Proven leadership and management capability.

# Internal contacts

Management, Finance, IT, Events.

# External contacts

Donors (Individual & Corporate), Media, Community Groups, Industry Associations, Government Representatives.

# Typical experience

At least 5 years experience in fundraising activities coupled with tertiary qualifications.

# Other comments

Alternative Titles: Donor Development Manager, Donor Liaison Manager

# Position title: Trusts & Foundations Manager Aon Position code: RFN.85407.5

**Level: 5**

**Responsible for**

Overseeing all fundraising from Trusts and Foundations and researching, writing and submitting relevant applications.

# Report to

Fundraising Manager.

# Supervises

None.

# Main activities

* + Working with an annual funding plan and income budget from Trust and Foundations.
	+ Collaborating with senior Fundraising staff to develop and implement a range of strategies to increase income from Trusts

& Foundation sources.

* + Researching corporate, industry and other trust and foundations sources for matching opportunities with new and existing program needs.
	+ Preparing and maintaining a grants calendar.
	+ Ensuring enquiries from grantors are handled appropriately and efficiently and that research and database updates are accurate and timely.

# Key skills

* + Exceptional interpersonal and relationship building skills.
	+ Excellent project management skills.
	+ Proven negotiation skills.
	+ High level planning and administration skills.
	+ Good communication skills.
	+ Ability to develop and write funding applications.

# Internal contacts

Fundraising/Bequests Team.

# External contacts

Relevant Trusts and Foundation administrators.

# Typical experience

3+ years in a fundraising role in a community setting.

# Other comments

**Position title: Fundraising/Bequests Coordinator Aon Position code: MKT.20012.4**

**Level: 4**

**Responsible for**

Supervising operational activities associated with the organisation's Fundraising/Bequests Program(s).

# Report to

Fundraising/Bequests Manager or General Manager - Marketing

# Supervises

May supervise Fundraising/Bequests Officers, Support Staff.

# Main activities

* + Assisting in the strategic development of the organisation's Fundraising/Bequest Program(s).
	+ Implementing fundraising/bequest strategies that ensure a consistent flow of income from appeals, donors, bequests and other associated activities.
	+ Overseeing/performing feasibility and research studies that allow informed decisions regarding proposed fundraising/bequest strategies.
	+ Maintaining relationships with existing donors and co-coordinating activities associated with donor renewal.
	+ Achieving a high public profile for the organisation by public speaking to interested groups.
	+ Identifying and nurturing relationships with prospective donors through personal, telephone and mail contact.
	+ Utilising/maintaining a database to monitor interactions with existing and prospective donors.
	+ Ensuring relevant Trust and Foundation submissions are written and dispatched in appropriate time frames.
	+ Preparing and presenting reports to Management that monitor the ongoing effectiveness of fundraising/bequest activities.

# Key skills

* + Proven experience in achieving donation income.
	+ Excellent communication skills, both written and verbal.
	+ Good organisational and administrative skills.
	+ Displays enthusiasm and innovation.

# Internal contacts

Management, Finance, IT, Events.

# External contacts

Donors (Individual & Corporate), Media, Community Groups, Industry Associations, Government Representatives.

# Typical experience

At least 3 years experience in fundraising activities coupled with tertiary qualifications.

# Other comments

**Position title: Grants Officer**

**Aon Position code: MKT.20013.4**

**Level: 4**

**Responsible for**

Researching, applying for and gaining available Grants to enable the development of new projects/programs/services/centres and the expansion of existing projects/programs/services/centres.

# Report to

Marketing/Communications Manager, Fundraising/Bequests Manager, General Manager - Marketing.

# Supervises

No supervisory responsibilities.

# Main activities

* + Researching Grants from all available sources and liaising with various government departments, quasi government and private sector organisations for the purposes of securing an understanding of the process of application and how the organisation can satisfy the necessary requirements.
	+ Researching and writing Grant applications, tenders and proposals, working with internal and external parties where necessary.
	+ Generating funds through applications for Grants in order to successfully meet predetermined monetary goals.
	+ Developing a centralised information database to identify and track funding opportunities available to the organisation. Regularly updating relevant records to reflect the status of all Grant applications, tender and proposals and funds obtained.
	+ Developing and updating a set of guidelines and a manual that documents policies and procedures for identifying funding opportunities and applying for funds/Grants.
	+ Building sustainable working relationships with funders.

# Key skills

* + Excellent communication skills including demonstrated Grant, tender, proposal and report writing skills.
	+ Research skills.
	+ Ability to determine the worth of available funding options and to apply independent and innovative approaches to pursuing one or more options.
	+ Ability to recognise and critically assess issues impacting the organisation's funding opportunities, to consider alternatives and to provide recommendations.
	+ Detailed understanding of the Grants application process within the Non Government Organisations (NGO) sector.
	+ Negotiation and conflict resolution skills, with the ability to liaise with people from a diverse range of backgrounds.
	+ Relationship building skills.

# Internal contacts

Marketing & Communications Staff, Finance & Administration Staff.

# External contacts

Government Departments, Quasi Government Organisations, Private Sector Organisations.

# Typical experience

7+ years of relevant experience, coupled with tertiary qualifications.

# Other comments

Alternate title: Tenders Coordinator.

# Position title: Fundraising/Bequests Officer Aon Position code: MKT.20012.2

**Level: 2**

**Responsible for**

Generating income in accordance with the organisation's Fundraising/Bequests Program(s).

# Report to

Fundraising/Bequests Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* + Generating income from appeals, trusts, foundations, charitable commissions, donors, bequests and other associated activities.
	+ Maintaining and growing the organisation's database of existing and prospective donors.
	+ Maintaining contact on a regular basis with existing individual and corporate donors.
	+ Researching trusts and foundations seeking funding and, where appropriate, developing and submitting proposals.
	+ Promoting awareness of the organisation's bequest program to both existing and prospective donors.
	+ Ensuring targeted and accurate distribution of organisation's promotional material.
	+ Assisting with Special Events as required.

# Key skills

* + Proven experience in achieving donation income.
	+ Excellent communication skills, both written and verbal.
	+ Good organisational and administrative skills.
	+ Displays enthusiasm and innovation.

# Internal contacts

Management, Finance & Administration Staff, IT Staff, Events Employees.

# External contacts

Donors (Individual & Corporate), Media, Community Groups, Industry Associations, Government.

# Typical experience

At least 1 - 2 years experience in fundraising activities. Maybe studying towards, or have completed, relevant tertiary qualifications.

# Other comments

**Position title: Partnership Manager**

**Aon Position code: MKT.20019.5**

**Level: 5**

**Responsible for**

Managing the organisation's relationships with key strategic Partner organisations and developing new strategic Partnerships to achieve funding targets and 'Preferred Partner' status for the organisation.

# Report to

General Manager - Marketing, Chief Executive Officer, Managing Director.

# Supervises

Depending on the size of the organisation, employees in this role may act as individual contributors, or may supervise staff that participate in the development and maintenance of strategic Partnerships.

# Main activities

* + Ensuring the growth and development of relationships with strategic Partnership organisations to maximise financial and non-financial support and develop the organisation's reputation as a 'partner of choice'.
	+ Performing research and analysis tasks to gain a detailed understanding of Partner organisations, including their strategic objectives and organisational culture. Developing objectives, business plans and strategies from this information for the purposes of growing support provided to the organisation by assigned Partner organisations.
	+ Developing business cases for working with potential Partner organisations, selling the benefits of collaboration to the Senior Management of both the organisations and the potential Partner organisations, and creating new Partnerships in accordance with the organisation's strategic goals.
	+ Directly managing major corporate relationships from initiation to maturity, including ‘closing the deal’ on major opportunities, with the support of the Senior Management where necessary.
	+ Developing tailored proposals and presentations for current and potential corporate partners, trusts and foundations, and government bodies.
	+ Maintaining a pipeline of opportunities by identifying suitable approaches to corporate organisations and other potential funders.
	+ Preparing and updating budgets for Partnerships, reporting on performance against targets and providing variance analyses and revised projections.
	+ Contributing to the skills development of organisational staff in relation to development and maintenance of strategic Partnerships.

# Key skills

* + Outstanding negotiation skills, persuasive ability, and communication skills, coupled with the ability to interact at a strategic level.
	+ Relationship building and networking skills.
	+ The ability to manage the goals of the organisation in conjunction with the goals of Partner organisations to obtain the best outcome for both.
	+ Leadership, mentoring, business, accounting and reporting skills.
	+ Innovative approach to work and creativity.
	+ A broad-based knowledge of corporate giving and community involvement activities through experience in promotions, marketing and/or fundraising.
	+ Excellent presentation skills.

# Internal contacts

Senior Management, Marketing Staff at all levels.

# External contacts

Partners, Government Bodies.

# Typical experience

10+ years of experience, coupled with relevant tertiary qualifications.

# Other comments

**Position Description**

**Position title: Partnership Coordinator**

**Aon Position code: MKT.20019.4**

**Level: 4**

**Responsible for**

Helping manage the organisation's relationships with key strategic Partner organisations and developing new strategic Partnerships to achieve funding targets and 'Preferred Partner' status for the organisation.

# Report to

Partnerships Manager or General Manager - Marketing

# Supervises

Depending on the size of the organisation, employees in this role may act as individual contributors, or may supervise staff that participate in the development and maintenance of strategic Partnerships.

# Main activities

* + Supporting the growth and development of relationships with strategic Partnership organisations to maximise financial and non-financial support and develop the organisation's reputation as a 'partner of choice'.
	+ Performing research and analysis tasks to gain a detailed understanding of Partner organisations, including their strategic objectives and organisational culture. Assisting the development of objectives, business plans and strategies from this information for the purposes of growing support provided to the organisation by assigned Partner organisations.
	+ Assisting in the development of business cases for working with potential Partner organisations
	+ Supporting the management of major corporate relationships from initiation to maturity, including ‘closing the deal’ on major opportunities, with the support of Management or Senior Management where necessary.
	+ Assisting in the development of tailored proposals and presentations for current and potential corporate partners, trusts and foundations, and government bodies.
	+ Identifying suitable approaches to corporate organisations and other potential funders.
	+ Preparing and updating budgets for Partnerships, reporting on performance against targets and providing variance analyses and revised projections.
	+ Contributing to the skills development of organisational staff in relation to development and maintenance of strategic Partnerships.

# Key skills

* + Outstanding negotiation skills, persuasive ability, and communication skills, coupled with the ability to interact at a strategic level.
	+ Relationship building and networking skills.
	+ The ability to manage the goals of the organisation in conjunction with the goals of Partner organisations to obtain the best outcome for both.
	+ Leadership, mentoring, business, accounting and reporting skills.
	+ Innovative approach to work and creativity.
	+ A broad-based knowledge of corporate giving and community involvement activities through experience in promotions, marketing and/or fundraising.
	+ Excellent presentation skills.

# Internal contacts

Senior Management, Marketing Staff at all levels.

# External contacts

Partners, Government Bodies.

# Typical experience

10+ years of experience, coupled with relevant tertiary qualifications.

# Other comments

**Position title: Sponsorship Coordinator**

**Aon Position code: MKT.20026.4**

**Level: 4**

**Responsible for**

Ensuring relationships with sponsors are positive, and mutually beneficial.

# Report to

Sponsorship Relationship Manager

# Supervises

Sponsorship Assistant

# Main activities

* + Managing and monitoring the day-to-day operations of the organisation's sponsorship programmes.
	+ Managing, leading and directing a team of Sponsorship Assistants, ensuring that time frames are met, and that time constraints are managed effectively with minimal negative outcomes for the client.
	+ Reporting on, and analysing performance of area under supervision to Sponsor Relationship Manager.
	+ Building and growing relationships with sponsors positively so that a mutually beneficial environment is created and maintained.

# Key skills

* + Ability to manage, lead and develop a team.
	+ High level communication skills, both oral and written.
	+ Ability to proactively build and maintain positive relationships.

# Internal contacts

Sponsorship Relationship Manager, Sponsorship Assistants.

# External contacts

Sponsors.

# Typical experience Other comments

**Position title: Sponsorship Assistant**

**Aon Position code: MKT.20026.3**

**Level: 3**

**Responsible for**

Ensuring that sponsor relations are efficient, effective and mutually beneficial.

# Report to

Sponsor Relationship Coordinator/Manager.

# Supervises

No supervisory responsibilities

# Main activities

* + Maintaining sponsorship programme, including updating and revising data within sponsorship database.
	+ Providing customer service in relation to sponsor queries and questions. Building positive relationships with sponsors to ensure their continuing support.
	+ Sending information packs and/or forms to sponsors.

# Key skills

* + High level administrative ability, coupled with a capacity to manage numerous tasks concurrently.
	+ Good communication skills, oral and written.
	+ Good customer service skills.
	+ Good computer skills.

# Internal contacts

Sponsor relations team.

# External contacts

Sponsors.

# Typical experience Other comments

Some database experience required.