

Head of Development Candidate Information Pack

- Permanent, part-time position – 0.6 FTE
- Location: Sydney or Melbourne (CBD office or majority home-based working options available)
- Salary packaging and flexible-working arrangements available
- Act for Peace is a dynamic humanitarian aid and development agency
- Inspire Australian churches and high-value individuals to do more, give more and stay longer in the quest for global justice
- Be part of an experienced, award-winning department

Please apply online at <https://act-for-peace.workable.com>

Deadline for applications: 23:59, Monday 3rd August 2020.

You will need to upload a copy of your resume and a covering letter detailing how you meet the selection criteria with your application.

Please contact 1800 025 101 or info@actforpeace.org.au, if you have any queries. Thank you for your interest in this position.

About the role

You're a highly-driven relationship builder and communicator with a track record of achieving significant income in fundraising, business development or B2B marketing.

Strategic, collaborative and with an eye for detail, you're looking for a broad and challenging role filled with opportunities to grow and achieve outstanding results.

Most of all, you're looking for a position that will enable you to put your passion for global justice into action and inspire your team to make a difference where it's needed most in the world.

In this important and varied role you'll lead the Development team to deliver our bequest and major gift programs. You'll inspire Australian churches to work together for global justice, leading the church components of the much-loved Christmas Bowl appeal, now in its 70th year. And you'll build relationships with new significant stakeholders and launch innovative new products.

You'll be responsible for developing and delivering supporter experience strategies that drive the acquisition, retention and lifetime contribution of Australian churches and high-value individuals who give and take action in support of Act for Peace's work.

By developing our existing products, and launching successful new ones (such as the award-winning Ration Challenge), our fundraising income has doubled and our supporter base grown six-fold in recent years.

However, we've identified a big opportunity to inspire our supporters to do more, give more and stay longer in the fight against injustice by delivering more structured and effective gift in Will and major giving programs.

That's why we've recently made a structural and cultural shift to focus on supporter experience, and placed a priority focus on bequests and major gifts. We have invested in the team, the technology and the research insights we need, and now we're keen to put your strategies into action.

You'll be working alongside a motivated and experienced management team – and you'll be making a big and growing our contribution to achieving safety, justice and dignity in communities threatened by conflict and disaster.

This is a part-time, 0.6 FTE, permanent position based out of either our Sydney CBD or Melbourne offices – or with the majority of time working from home / remotely. Regular travel to internal and external meetings and events, including outside office hours, and occasionally interstate, will be required.

The salary will be negotiated depending upon the skills and experience of the successful candidate.

About Act for Peace

Today, there are more refugees, asylum seekers and displaced people worldwide than at any time since records began. That's almost 80 million people forced to flee their homes to escape conflict and disaster. And now coronavirus pandemic is pushing the world's most vulnerable people to the brink.

It's a terrible injustice. And one that we can, and must, overcome.

We believe that when people all over the world work together, big changes really are possible. That's why we've made it our mission to act in partnership with other passionate people, like you, across the globe to achieve safety, justice and dignity in communities threatened by conflict and disaster. We don't think there's any task more important.

Since 1949 our supporters have provided food, shelter, education, healthcare and training to help the world's most vulnerable prepare for, cope with and recover from crisis.

Together we're tackling the root causes of injustice, and are building a brighter future for everyone. We hope that you'll join us in this vital mission.

OUR VISION

A peaceful world where all people share a safe, just and dignified life.

OUR PURPOSE

We empower passionate people to work together to achieve safety, justice and dignity in communities threatened by conflict and disaster.

HOW WE WORK

HUMANITARIAN ASSISTANCE

We respond fast to emergencies around the world – local or global, large or small – to reach people with life-saving assistance when they are at their most vulnerable. We also work with local people on how to identify risks and prepare for the next disaster, which saves lives when an emergency hits.

ADVOCACY

We're committed to amplifying the voices of the most vulnerable, empowering them to claim their own rights and hold their own governments to account. We also mobilise passionate Australians, like you, to demand change. When we come together to speak with one voice, it sends a clear message that people in power can't ignore.

SUSTAINABLE DEVELOPMENT

Lasting change takes time. We're committed to long-term development projects that help communities to tackle their own problems – whether that's through livelihoods and vocational training, health and hygiene programs or psychosocial and educational support.

WORKING WITH PARTNERS

We believe local people are best placed to respond to and solve problems in their own communities. By partnering with local organisations, we aim to build on and strengthen local knowledge, people and resources, to help find solutions to complex problems and create solutions that work.

For more information about Act for Peace, including our principles and policies, please visit our website www.actforpeace.org.au

About the Marketing and Communications Department

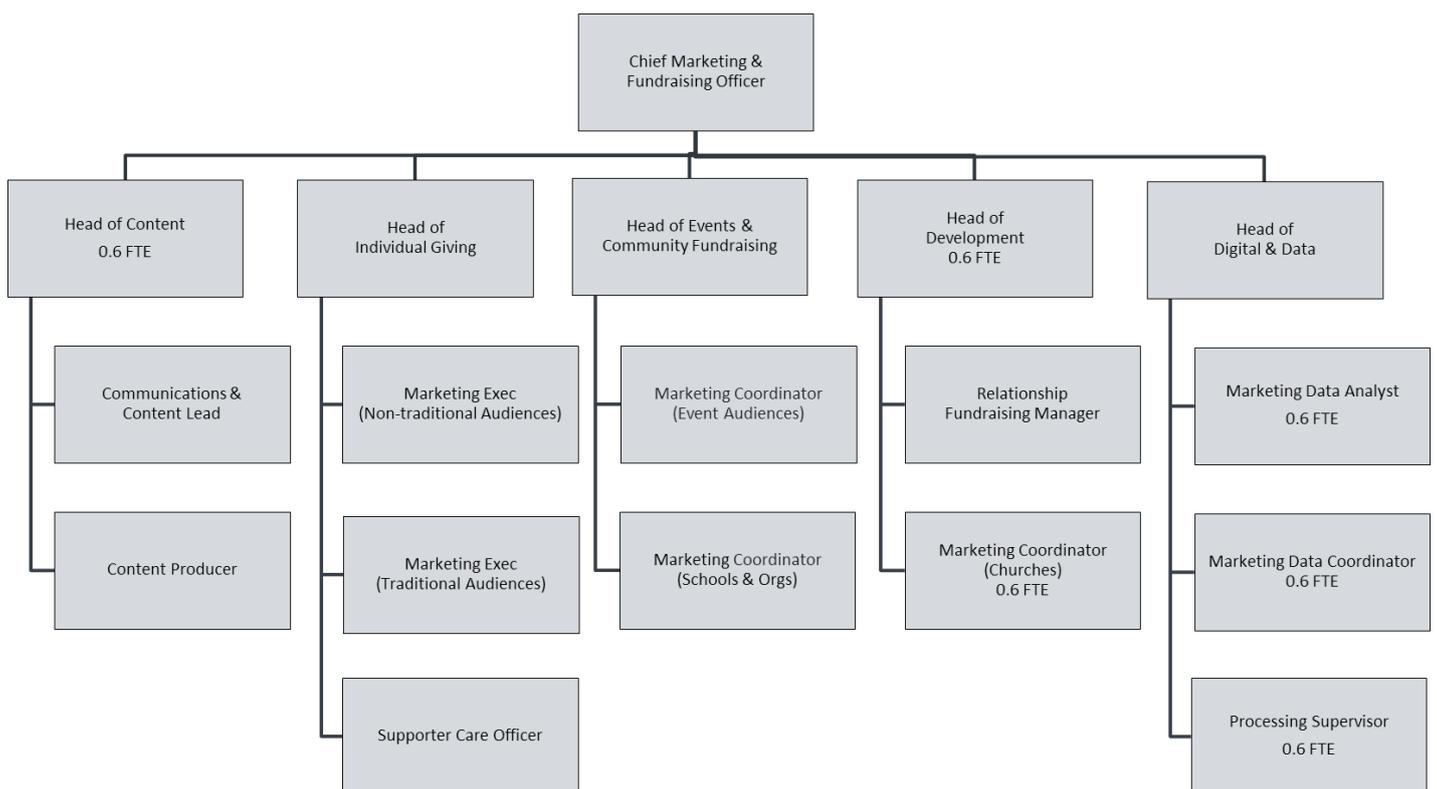
Our multi-award winning Marketing and Communications Department’s purpose is to empower passionate people in Australia to give, fundraise and take action to achieve safety, justice and dignity in communities threatened by conflict and disaster.

We do this by building personalised supporter experiences, based on insight, that raise awareness, educate, engage, and provide opportunities for people to be part of a community taking action to create the change they want to see in the world.

By implementing successful content marketing, relationship fundraising, events and campaigning strategies, our supporter base and fundraising income has grown rapidly. The funds we contribute to our program work have doubled in recent years, and we have ambitious plans to do even better in the future.

To get us there, we’re strengthening our team of communications, marketing and fundraising professionals; investing in new technology and building innovation, learning and best practice into everything we do.

DEPARTMENT STRUCTURE



Position Description

Position title:	Head of Development
Department:	Marketing and Communications
Location:	Sydney or Melbourne
Reports to:	Chief Marketing and Fundraising Officer
Direct reports:	Relationship Fundraising Manager, Marketing Coordinator (Churches)
Employment status:	Permanent part-time, 0.6 FTE

PURPOSE OF THE POSITION

Lead the development and implementation of the supporter experience strategies that will drive acquisition, retention and lifetime value from Australian churches and Act for Peace's highest value audiences.

KEY ACCOUNTABILITIES SET

Key Accountabilities	Performance Expectations
Strategy & planning	<ul style="list-style-type: none"> • Major givers: identify a portfolio of propositions that will engage existing and new major givers. Develop strategies to identify, nurture, convert and steward individuals with the propensity and capacity to give major gifts – both from within and outside Act for Peace's supporter base. • Bequestors: Develop strategies to identify, nurture, convert and steward individuals with the propensity to leave a gift in their Will to Act for Peace. • Churches: Develop strategies to acquire, retain and maximise the lifetime participation of Australian churches in Act for Peace's work. This will include the church related components of the Christmas Bowl appeal, as well as other engagement activities. <p>This will involve mapping supporter journeys for our existing supporter base, as well as building relationships with new significant stakeholders and developing plans for innovation / new product development.</p> <p>Work closely with colleagues on the Marketing & Communications department management team to integrate this strategy within a cohesive departmental workplan.</p>
Leadership	<ul style="list-style-type: none"> • Line-manage the Development team to deliver these plans to a high standard. Develop a motivated and high performing team through effective recruitment, training, coaching and performance management. Lead team members to deliver exceptional supporter experiences that increase the lifetime value of their audiences. • Set priorities, KPIs, workplans and staff objectives, and regularly monitor progress towards them, adjusting accordingly to optimise performance. • Play an active role on the Marketing and Communications Department management team, and contribute to the development of the department.

Relationship management/ partnership development	<ul style="list-style-type: none"> • Manage relationships with key stakeholders in our highest value audiences. • Source, secure and manage new supporters/partners/stakeholders according to strategy. Inspire buy-in and commitment from key internal and external stakeholders & suppliers to achieve goals.
Marketing & communications content and collateral	<ul style="list-style-type: none"> • Oversee the development of the marketing & communications content and collateral that forms part of these supporter experiences. • This will include writing, producing and copy-editing powerful and compelling email, print, web, social, video, and other digital communications. It may also include call scripts, press releases, and producing engagement events. • Most of this content is produced in-house / in your team, with some briefed to external freelancers / agencies.
Collaboration	<ul style="list-style-type: none"> • Contribute energy, ideas, and time to support colleagues across the department to achieve our shared goals. • Collaborate with colleagues to improve what we do and how we do it. Actively contribute to a culture of organisational learning and evidence-based decision making. • Keep up-to-date with the latest fundraising and marketing developments, benchmark performance against the sector and share your skills and learning across the department.
Represent the organisation	<ul style="list-style-type: none"> • Represent Act for Peace internally and externally. Ensure key messages, behaviours and values are in line with those of the organisation.

Selection Criteria

SKILLS, QUALIFICATIONS AND EXPERIENCE

- **Fundraising.** In-depth knowledge and significant experience in major giving and bequest fundraising (essential), experience of fundraising in a church environment (desirable).
- **Relationship management and networking skills.** High-level relationship management and networking skills. The ability to influence decision makers at Director/CEO level.
- **Project management.** High-level project management skills with a track record of delivering against objectives and deadlines.
- **Leadership.** Management experience. Able to lead with integrity and humility. Sets the highest professional standards for themselves and others.
- **Communications.** Strong written and verbal communication skills. Excellent creative judgement with respect to images, copy and design.
- **Financial management, data analysis and risk management.** Strong data analysis and financial management skills. Experience of using CRM systems to segment, tailor and target communications for different audiences and report against KPIs. Track record of accurate income forecasting and budget management.

CORE COMPETENCIES

- **Strategic thinking.** Strategic thinker with a big-picture understanding, entrepreneurial attitude. Ability to analyse complex information to produce clear and insightful fundraising, strategies. Commitment to evidence-based decision making.
- **Collaboration.** Collaborative worker with excellent negotiation, listening and influencing skills. Forms strong and productive working relationships based on trust with colleagues, managers and line reports.
- **Resilience.** Resilient and adaptable. Proactive and committed to finding solutions to challenges and delivering the best outcomes possible for communities threatened by conflict and disaster.
- **Passion for the cause.** Clear passion for and commitment to global justice. Ability to motivate and inspire others behind a shared purpose/vision.
- **Attention to detail.** Strong attention to detail and commitment to accuracy and compliance.

KEY STAKEHOLDERS AND RELATIONSHIPS

- **External** – key high value supporters, prospects, church stakeholders, industry colleagues, suppliers.
- **Internal** – Senior leadership, management team colleagues, line reports, Marketing & Communications Department and Programs Department colleagues.

OTHER REQUIREMENTS

- Eligibility to work in Australia;
- Commitment to the values of Act for Peace;
- Commitment to abide by the principles, policies and codes of conduct of Act for Peace;
- Regular travel to internal and external meetings and events, including outside office hours, and occasionally interstate, will be required.
- Act for Peace takes the prevention of sexual misconduct, fraud and harassment, and child protection seriously. As part of our Child Safeguarding Policy, employment is conditional upon the outcome of an Australian Federal Police Background check, as well as an equivalent police background check for any country in which the applicant has lived for more than 12 months during the last five years and for each country of citizenship. A working with children check may also be required. Strict adherence to our Code of Conduct, Child Safeguarding Policy and the Privacy Policy is mandatory.
- For our full Policies set please see: <http://www.actforpeace.org.au/our-policies>
- Respect for a multicultural and multi-talented workforce.

WORK, HEALTH AND SAFETY RESPONSIBILITIES

Cooperate with all health and safety policies and procedures of the organisation and take all reasonable care that your actions or omissions do not impact on the health and safety of colleagues in the workplace.