



Philanthropy Manager - Position Description

Reporting to WIRES COO, WIRES Philanthropy Manager's role is dedicated to increasing WIRES profile as a national leader for wildlife rescue, information and education, improving WIRES engagement and long-term relationships with donors, increasing WIRES fundraising income and supporter retention across all programs.

12 month contract with the potential for extension.

Key areas of responsibility:

- Work with the CEO and COO to develop multi-year fundraising strategies to deliver and grow key programs
- Lead the annual fundraising planning process to develop effective strategies to achieve income and profit targets across the range of revenue streams and implement them in line with agreed timeframes
- Manage and grow all WIRES fundraising programs with the team, including; appeals, bequests, corporate partnerships/sponsorships, individual giving, regular donors and community fundraising.
- Develop best practice donor journeys designed to maximise donor recruitment, retention and upgrades
- Create and manage new community fundraising programs e.g. annual WIRES day
- Manage delivery of all programs on time and within budget, analyse the results and implement planned improvements
- Manage WIRES seasonal appeals, determining the theme and package, ensuring all scheduled dates are met
- Ensure all team members can process single gift donations over the phone quickly, accurately and professionally, improving processes to be tailored to first time donors vs existing donors
- Ensure all team members can process all regular donor requests quickly, accurately and professionally including, setting up new pledges, increasing, decreasing or pausing pledges and ensure follow up is in place to maximise long-term retention
- Ensure receipt text for all programs is updated regularly to reflect new campaigns, emergency events and annual statistics
- Ensure WIRES database is kept up to date with accurate information at all times
- Run monthly fundraising meetings with the team & issue meeting minutes
- Work with colleagues to share workloads during busy periods
- Perform other duties and manage other projects as requested by management.

Key competencies:

- Minimum 5 years fundraising management experience across multiple programs
- Tertiary qualifications in business, communications, media or marketing (desirable)
- Demonstrated passion for fundraising and experience improving donor relationships and increasing fundraising revenue
- Strong conceptual, analytical and problem-solving skills with the ability to multi-task
- Demonstrated ability to improve results in previous roles
- Highly organised, reliable, efficient & detail orientated with excellent written & verbal communication skills
- Positive attitude & ability to work in a team and confidently manage a wide range of stakeholders
- Committed to prompt, high quality customer service
- Awareness of the importance of data integrity and accuracy & experience working with a range of systems
- Willingness to work cooperatively and collaboratively across the organisation
- Recognition of the broader needs of WIRES while meeting specific objectives of the role
- Maintaining confidentiality of donor details and WIRES details at all times
- Openness to change and the flexibility to accommodate changing requirements to fulfil WIRES objectives
- Passionate about animal welfare and improving outcomes for animals

After KPI targets are agreed there will be ongoing team reviews to assess performance in relation to agreed targets.