



Position description

Annual Giving Manager

Position title: Annual Giving Manager

Classification: HEW 8

Division/Department: Fundraising and Philanthropy

Work location: Parkville

Position reference: WEHI/DADC231120

Employment type: 12 months parental leave cover

Remuneration range: \$102,193 - \$110,611

Further information: Deborah Carr – carr.d@wehi.edu.au

Position reports to: Head of Philanthropy

Closing date:

Positions reporting to this one: Annual Giving Senior Officer

Position overview

The Philanthropy Department contributes to the financial sustainability of the Institute by attracting revenue from non-government sources, including philanthropic individuals, trusts and foundations, community-based fundraising organisations and bequests. Philanthropic funding helps the Institute to remain at the forefront of research and technology, to recruit and retain the brightest minds from across the globe and creates a buffer against adverse changes in government funding policies.

The Annual Giving team is responsible for successfully managing and delivering all annual giving programs within the Institute. Key responsibilities include acquiring new donors, and retaining and converting current donors, by delivering acquisition, retention and regular giving integrated appeals offline and online. The portfolio also includes the management of mid-level giving programs, staff giving, memorial appeals, and may include other mass-fundraising programs in the future, such as giving days. The team is responsible for growing and retaining the number of donors to the Institute, developing a sustainable revenue stream, and building the platform for successful major giving, bequests and regular giving programs.

The Annual Giving Manager supports WEHI's Philanthropy Strategy and Action Plan managing and delivering end-to-end annual giving programs.

The successful candidate will develop, implement and deliver high quality, integrated, end-to-end programs in order to acquire, retain and convert donors via mass fundraising programs. This role requires a high-level of fundraising expertise, strategic thinking, collaboration and communication with a wide range of internal and external stakeholders. It also requires the ability to manage and motivate staff effectively to develop and implement a range of annual giving initiatives.

Organisational environment

The Walter and Eliza Hall Institute of Medical Research

The Institute is one of Australia's leading biomedical research organisations, with a strong national and international reputation for performing highly influential basic and translational research.

With more than 1,100 staff and students, the Institute is addressing some of the major health challenges of our time, with a focus on cancer, infection, inflammation, immune disorders, development and ageing. We are at the forefront of research innovation, with a strong commitment to excellence and investment in research computing,

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advanced technologies and developing new medicines and diagnostics. And our researchers are strongly supported by Professional Services teams.

The Institute is organised around five themes; Cancer Research and Treatments; Infection, Inflammation and Immunity; Healthy Development and Ageing; New Medicines and Advanced Technologies and Computational Biology.

This Institute is committed to delivering long term improvements in treating and diagnosing diseases, with many national and international clinical trials underway based on research undertaken at the Institute.

The Institute's main laboratories are located in the world-renowned Parkville precinct, a vibrant and collaborative life science research, education and healthcare hub. The Walter and Eliza Hall Institute Biotechnology Centre is located 30 minutes from Parkville at La Trobe University's R&D Park in Bundoora and includes facilities for medicinal chemistry and antibody development and production.

Organisational objectives

Discovery and translation

To make discoveries that shape contemporary scientific thinking, increase understanding and improve prevention, diagnosis and treatment of cancer, immune disorders and infectious diseases.

Education and training

To educate and train world class scientists and to attract, develop and retain the best and brightest workforce.

Organisational culture

To provide a vibrant and inspiring organisational culture that encourages, promotes and rewards excellence, collaboration, innovation, creativity and respect.

Engagement

To engage with our stakeholders to improve outcomes, building support and secure resources for medical research.

Sustainability

To build infrastructure, professional services and funding that sustains our research and maximises the time our scientists can spend making discoveries.

Organisational values

- Contribution to Society
- Integrity and Respect
- Collaboration and Teamwork
- Accountability
- Creativity
- Pursuit of excellence

Key responsibilities

1. Delivery and project management of end-to-end Annual Giving programs – including but not limited to cost-effective integrated fundraising appeals for retention of existing donors, acquisition of new donors, regular giving, staff giving, mid-level giving programs, and other annual giving programs that might be introduced in the future.
2. Liaise with internal stakeholders to secure patient, researcher and donor stories in order to write appeal content, to coordinate graphic design, and to ensure all relevant approvals are requested.
3. Coordinate and manage external stakeholders including but not limited to graphic designers, digital agencies, mail houses, list brokers, fundraising agencies, telemarketing agencies and printers to deliver high quality programs on time and meeting budget.

4. Manage the income and expenditure budget for the Annual Giving portfolio by establishing income and expenditure budgets for all activities, and recording against actual costs.
5. Establish, track and report appeal performance by using the Institute's CRM, Raiser's Edge and Raiser's Edge NXT.
6. Manage and mentor the Annual Giving Senior Officer.
7. Create and implement internal processes for risk mitigation and customer service for all Annual Giving activations. This includes recruitment and training of volunteer staff members from multiple internal departments - primarily includes the Philanthropy Services team, Reception team and researchers.
8. Data entry for Annual Giving portfolio activities, as required.

Key selection criteria

- Minimum five years of experience in a similar role.
- Demonstrated ability to deliver high quality, end-to-end, integrated fundraising programs, from early concept development, through to execution and evaluation – in Fundraising Direct Marketing/Appeals preferable.
- Demonstrated experience managing external fundraising agencies and suppliers.
- Strong organisational and time-management skills to meet deadlines and successfully manage multiple projects at the same time.
- Excellent written and verbal communication skills, especially the demonstrated ability to write appeal copy.
- Excellent leadership skills and a resilient team player – responsible, flexible, efficient and approachable with a strong and demonstrable commitment to customer service.
- Highly developed interpersonal skills and the ability to communicate respectfully and sensitively with a broad range of stakeholders.
- Strategic thinker with a 'hands-on' approach.
- Excellent project management skills to deliver high quality projects in a cost-effective manner.
- An enthusiastic self-starter with excellent attention to detail.
- Proficient in Microsoft Office programs and database skills – Raiser's Edge experience preferable.

A safe and sustainable workplace

The Institute is committed to developing a safe and sustainable workplace with rigorous risk, compliance and governance systems. As an employee you are expected to:

- Comply with Institute policies, plans and procedures.
- Take reasonable care of your own safety and the safety of others including using Personal Protective Equipment (PPE) and safety devices appropriately.
- Report all risks, hazards, incidents/injuries and near misses.
- Attend and complete training programs as documented in individual training needs matrices, within proposed time frame.
- To the extent of your role responsibilities and obligations proactively contribute to a safe and sustainable workplace.

Diversity

At the Walter and Eliza Hall Institute we embrace diversity amongst our staff and students and know the importance of an inclusive workplace culture to the success of our organisation.

We are actively committed to achieving gender equality across our workforce. The institute has a range of policies and initiatives in place to address under-representation of women at senior levels and to support people with caring responsibilities.

We have a strong commitment to the process of reconciliation and creating meaningful employment and training opportunities for Aboriginal and Torres Strait Islander Peoples.

We encourage applications from people from culturally and linguistically diverse backgrounds, Aboriginal and Torres Strait Islander Peoples, people with a disability, and people from the LGBTQIA+ community.

Privacy notification

The collection and handling of declarations and personal information relevant to your employment will be consistent with the requirements of the Privacy Act 1988.

Acceptance

I, have read, understood and agree that this position description represents the key duties and responsibilities expected of me while employed in this position. I will also undertake other duties assigned to me from time to time. I understand the Walter and Eliza Hall Institute of Medical Research reserves the right to modify this position description, as required, and I will be consulted when this occurs.

**) If e-signature is used:*

I consent to providing my electronic signature below in confirmation that I have read, understood and accept the duties and responsibilities described this position description.

Employee Signature: Date:

Supervisor Signature: Date:

Supervisor Name: Date: