

Position Description



Community Fundraising Manager

Employment Type	Full Time 3 year contract
Reports to	Direct Marketing Manager
Direct Reports	NA
Location	Brisbane

ABOUT THE GREAT BARRIER REEF FOUNDATION (GBRF)

The Great Barrier Reef is a unique icon and an irreplaceable ecosystem. It's the largest living thing on earth and home to thousands of species of marine life, including six of the world's seven species of marine turtle.

For over 20 years the Great Barrier Reef Foundation has been the lead charity for the Reef, driving the immediate change needed for the Reef to survive for future generations. Right now, we have over 200 Reef-saving projects with over 300 project delivery partners. We are the action station for the Reef, bringing together people and science to deliver the world's largest coral reefs program.

ABOUT THE ROLE

The Community Fundraising Manager will be responsible for engaging the community in events and activities that raise vital funds to help save the Great Barrier Reef. This role works closely with the Director of Individual Giving and the Direct Marketing Manager and is instrumental to the growth of the individual giving fundraising program at GBRF.

The Community Fundraising manager will lead and manage all community fundraising as well as provide support and expertise into the planning, co-ordination and execution of Peer-to-Peer (P2P) events. As part of a small team, you will also provide support for other individual giving programs to help deliver an ambitious five-year program across multiple income streams.

It is a unique role, operating within Australia and international markets, to help build an incredible community who will raise funds to protect and restore the Reef.

KEY RESPONSIBILITY AREAS:

1. Strategy & Operational Planning/Delivery

- Working with Director of Individual Giving and Direct Marketing Manager develop strategic plans for growth of community fundraising and P2P fundraising.
- This role will develop and implement acquisition and retention plans, with a digital focus, working within Australian and international markets.
- Develop and implement exceptional supporter journeys across multiple channels, with a digital focus. Provide best in class supporter experience.
- Support the implementation of Peer-to-Peer fundraising activities and beneficiary fundraising events.
- Analysis and reporting of campaigns against KPIS to track performance and identify issues or opportunities
- Represent GBRF at various events and activities as an GBRF speaker and brand ambassador as required – or assist in the organisation of internal speakers where required.
- Brief creative (internal or external) where development of community fundraising collateral and assets is required and ensure this is developed with strong propositions and relevant content which is compelling for supporters.
- Support other individual giving programs as required.

2. Governance, Risk & Compliance, Quality Management [Policies/Procedures]

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- Work collaboratively with the Supporter Services team to ensure community fundraising data handling is best practice and facilitate relevant relationships across suppliers and internal departments where required.
- General administration duties
- Maintain knowledge of privacy principles and data protection in Australian and internationally.

3. Operational Excellence: (Systems, Processes, Operational & Administration Duties)

- Be integral to the development of fundraising processes and procedures as GBRF grows community fundraising
- Ensure fundraising compliance and authority to fundraise and associated documentation is in place
- Be flexible and prepared to assist others or take on new tasks and responsibilities as required
- Due to the nature of a community fundraising and events role, some after hours and weekend work, as well as travel will be required.
- Undertake administrative duties required for the position including maintaining comprehensive database records, expenditure records and up-to date filing

4. Stakeholder Management/Engagement

- Manage, sustain and nurture existing relationships with community fundraisers, which include individuals, community groups, SME's.
- Acquire new community fundraisers and cultivate fundraising enquiries
- Source and negotiate relationships with agencies, contractors, and other third-party service providers working alongside GBRF Supporter Services or GBRF Corporate Services.

5. People & Performance Management

- Cross team collaboration and communication: where required work with the Corporate Partnerships manager to introduce community fundraising, P2P activities and/or Workplace Giving with GBRF Corporate Partners. Where required notify Director of Philanthropy or Corporate Partnerships manager of pipeline opportunities.

SKILLS AND EXPERIENCE

- Demonstrated experience developing a successful community fundraising program and delivering campaigns and events that reach objectives.
- Experience designing supporter journeys and engaging digital technology for supporter engagement
- Highly developed communication and relationship building skills
- Demonstrated campaign and event management experience
- Skilled at using CRM databases and solid understanding of the importance of data
- Strong organisational and time management skills
- Solid analytical skills and experience
- Ability to manage multiple tasks and problem-solve