



## **Gifts in Wills Manager**

### **Job Description**

<b>Position:</b>	<b>Gifts in Wills Manager</b>
<b>Reporting to:</b>	<b>Head of Fundraising</b>
<b>Direct Reports:</b>	<b>To be confirmed in 2022</b>
<b>Status:</b>	<b>Permanent Full Time</b>
<b>Start Date:</b>	<b>ASAP</b>
<b>Location:</b>	<b>Sydney (Remote work available up to 3 days per week)</b>

### **Organisational Context**

Médecins Sans Frontières Australia is one of 23 national sections of Médecins Sans Frontières committed to delivering medical-humanitarian aid to populations in crisis in more than 71 countries. Médecins Sans Frontières delivers medical humanitarian aid based on need alone.

Médecins Sans Frontières operates independently of any discriminating factors including political, religious, or economic allegiances and irrespective of race, religion, or gender. Médecins Sans Frontières is committed to expanding and improving the medical humanitarian care it offers to its beneficiaries and to remain independent.

The fulfilment of this objective is dependent on the Fundraising team meeting its substantial income targets and the protection, preservation, and promotion of the Médecins Sans Frontières brand in Australia and New Zealand.

The gifts in wills team is one of five distinct portfolios within the Fundraising Department. The others are direct marketing, major gifts, data, and regular giving.

The Gifts in Wills Manager fills a critical role in the fundraising department and is responsible for the strategy and growth of the bequests program across Australian and New Zealand markets.

### **Overall Responsibility**

The primary role of the Gifts in Wills Manager is to develop and implement integrated strategies designed to increase visibility of Gifts in Wills to Médecins Sans Frontières, increase the donor pipeline to secure future revenue growth through gifts in Wills, and steward the relationship with existing confirmed bequestors. The role will also be accountable for estate management and required to oversee all related bequest estate administration, liaising with external solicitors and parties as needed, to represent the interests of MSF.

This is both a strategic and hands-on role which requires an understanding of best practice in direct marketing, legacy fundraising and relationship building, using different channels of communication.

Additionally, maintenance of brand integrity, awareness raising, project management and relationships with project and organisational stakeholders are also vital to the successful fulfilment of the role.

## **Main Tasks / Duties**

### **Leadership**

- Lead by example. In MSF-A Australia, the following five values form the foundations of our culture: **Transparency, Respect, Understanding of Diversity, Stepping In and Collaboration**. As a leader, your behaviours and actions are expected to consistently reinforce these values
- Maintain motivation of team members and actively promote open communication and cooperation to further MSF-A's goals. Develop a sense of team spirit by encouraging cooperation and open communication
- Champion a culture of innovation and accountability, where taking risks to enable innovation is supported
- Openly model and support efforts to increase collaboration across teams and departments
- Set clear key performance indicators for the program and ensure through planning and team development that you have the resources that you need to achieve your goals.

### **Gifts in Wills Fundraising**

- Develop a multi-channel bequest growth strategy for Australian and NZ markets, designed to drive new bequest leads into the pipeline and move more people through stages of consideration
- Supported by the direct marketing team, implement the donor bequest strategy, which includes multi channels of communication and engagement, and results in a growing volume of donors pledging to remember MSF in their Wills
- Design and implement a donor stewardship journey for confirmed bequestors to retain them in the program
- Create inspiring materials, communications, and events to inspire current and prospective bequestors
- Collaborate with internal stakeholders to maximise and integrate bequest lead generation activities, conversion strategies and retention across all engagement programs
- Report on and forecast bequest pipeline growth and income
- Follow Médecins Sans Frontières brand guidelines
- Monitor trends and best practice in legacy fundraising to inspire the growth of the MSFA bequest program
- Manage and implement other ad hoc tasks and projects as directed by the FR Director

### **Estate Management**

- Accountable for all bequest estate management
- Oversee the day-to-day administration implemented by the team and external partners, oversee all aspects of estate administration, from notification to receipting, including being proactive in following up drawn out estates
- Collaborate with Executors, Solicitors and Trustees, as well as with other charities where we share interests
- Represent MSF in estate mediation or court proceedings, working to ensure the best possible outcome for MSF

### **Project Management**

- Ensure that all projects are delivered on-time, within scope and within budget
- Develop strategic direction documents, timelines, budgets, briefs and evaluations
- Measure project performance using appropriate fundraising metrics
- Establish and maintain relationships with suppliers and internal stakeholders
- Create and ensure the maintenance of project documentation

### **Budget Management**

- Develop and propose the income and expenditure budgets for the bequest program
- Manage the approved budget with regular monitoring and tracking to ensure bequest budgets are adhered to, flagging as soon as possible if there are significant variations to expected budgets
- Work with the FR Director during fundraising budget development and reforecasts

### **People Management (from 2022)**

- Responsible for recruitment, day to day management and performance management of direct reports
- Communicate job expectations and KPIs, establish individual work plans, monitor and provide feedback on the work and performance of direct reports
- Provide ongoing coaching and make recommendations on appropriate professional development opportunities for direct reports
- Delegate and plan work with the team to ensure that projects continue unhindered during absences

### **Travel**

- This position is occasionally required to undertake interstate travel
- It is unlikely this position will be required to undertake international travel

## SELECTION CRITERIA

### Essential Criteria

- Fundraising experience, ideally in a similar role and/or relationship fundraising
- Extremely strong people management and leadership skills
- Knowledge of estate management
- Experience in working with several stakeholders to deliver complex projects to deadlines
- Strong strategic thinking and planning capability, with the ability to guide the design and execution of tactical plans, including the knowledge of how other functional roles integrate to meet strategy, e.g., brand communications and digital marketing
- Understanding of principles of direct marketing and relationship fundraising at scale
- Experience with or knowledge of budgetary processes and cost control procedures
- Current right to work in Australia

### Desirable Criteria

- A minimum of 5 years of fundraising experience, ideally in a similar role and/or relationship fundraising
- A minimum of 3 years of people management and leadership experience
- Excellent communication skills including writing and editing skills
- Knowledge of brand adherence
- Ability to understand and integrate data into activity
- Creative thinking and solution focussed problem solving ability
- Excellent spreadsheet and word processing skills
- Ability to work in cross functional teams, able to encourage and seek diversity of thought and opinion
- Experience with data and Customer Relationship Management systems.
- Tertiary qualification in marketing or communications, or equivalent experience
- Ideal but not essential, recognised fundraising accreditations
- Experience and/or exposure to customer journey and personas development
- An understanding what platforms and resources are available to support bequest activity
- Copywriting experience
- Knowledge of the NGO environment
- Knowledge of Médecins Sans Frontières and its work.

In MSF Australia, we believe the following 5 values form the foundations of our culture – **Transparency**, **Respect**, **Understanding of Diversity**, **Stepping In** and **Collaboration**.

At MSF Australia we value T.R.U.S.T as an essential element to how we operate and believe that these organisation values flow from this trust that we build.

Benefits for working with MSF Australia include:

- Annual leave - 20 days per year with the option to 'purchase' an additional 10 days per year, 3 MSF Leave days including a day off in the month of your birthday.
- Salary packaging / Additional benefits
- Targeted training and development
- Life insurance and salary continuance insurance for eligible employees
- Access to Employee Assistance Program for counselling
- Parental leave – 6-15 weeks paid parental leave for eligible employees
- Language classes
- Yoga classes

## Applications

Applications MUST address individual selection criteria. You should also write a cover letter indicating why you want to work for Médecins Sans Frontières Australia and attach a copy of your CV.

Please note that a criminal record check may be required as part of the selection process. Applicants with criminal records will not automatically be ineligible for the position they are applying for. Médecins Sans Frontières Australia has a Child Protection Policy in place and all employees are required to comply with this policy.

Médecins Sans Frontières Australia is committed to creating an inclusive workplace for all our staff. We believe that a diverse team helps us better serve those most in need, we encourage flexibility (in all its forms) and we encourage people from a wide range of backgrounds to apply for this role, including Aboriginal and Torres Strait Islander peoples, LGBTQIA+, people from other culturally and linguistically diverse (CALD) backgrounds and people with disabilities. People with a disability can request support from our Domestic HR Department if you think you may require reasonable adjustment during the recruitment process.

**Applications close: Tuesday 28th September 2021**

Applications and enquiries to: [officerecruitment@sydney.msf.org](mailto:officerecruitment@sydney.msf.org)