



Information Pack

Key Relationships Manager

Date	31 January 2022
Position Title	Key Relationships Manager
Department	Marketing and Fundraising
Reports to (Position)	Senior Fundraising Manager
Direct Reports (Position)	Nil
Location	Kings Cross (<i>flexible working arrangements available</i>)
Employment status	Permanent part-time, 3 days a week

- Permanent part-time (22.8 hours p/week)
 - Other part-time options are possible, please state number of desired hours in your application.
- Ongoing hybrid work; Kings Cross office and Working from Home
- Salary: \$87,550 pro-rated, plus salary packaging (up to \$18,550 tax free)

About Wayside Chapel

Wayside Chapel has provided unconditional love, care and support for people on and around the streets of Sydney since 1964. Our mission is creating community with no 'us and them'. We do this by breaking down the barriers of judgement and providing a safe place where people from all walks of life are welcome.

We operate a range of services that place dignity, respect and love at the heart of our approach to ensure that the most marginalised members of our community have equitable access to:

- essential health, welfare, social and recreational services, specifically in Kings Cross and Bondi
- items necessary to maintain a basic standard of living including showers, clothing and low-cost meals
- specific needs-focused programs and services to engage and support people visiting Wayside (our visitors), and provide pathways to participation in community and vocation.

Team Summary

The Marketing and Fundraising Team is responsible for raising funds across a diversified fundraising portfolio to support the programs delivered by Wayside Chapel. The team is also responsible for raising awareness and increasing the public profile of Wayside Chapel, its CEO and its mission, as well as its programs and the issues facing people who access its services.



Position Summary

Purpose of Position

The newly created role of Key Relationships Manager will be responsible for the direction, growth and management of the mid-level donor portfolio. The Key Relationships Manager will manage a group of 600-800 mid-level donors with a giving capacity of \$1k-\$10k annually, to achieve revenue targets and create long-lasting relationships.

With a passion for delighting donors, you will initiate, develop and cultivate relationships by taking supporters on a journey of discovery and engagement with Wayside's mission of creating community of no "us and them". You'll play a pivotal role in creating meaningful connections and a sustainable revenue stream as we embark on our 10-year strategic plan.

Key Accountabilities & Responsibilities

The Key Relationships Manager will be responsible for undertaking the following duties:

Relationship Management

- Manage the mid-level donor portfolio, including leading the development and implementation of a mid-level donor strategy to achieve annual revenue targets
- Develop, manage and execute a donor pipeline and rolling stewardship plan, including the delivery of events, communications and other interactions
- Develop and manage personal relationships with mid-level donors to foster ongoing support of Wayside Chapel
- Ask donors for gifts through face-to-face, telephone and written channels at the appropriate time
- Deliver appropriate and timely follow-up of donors following the receipt of financial or in-kind contributions, including acknowledgment and recognition
- Utilise data-driven insights, engagement planning and supporter surveys to determine priorities and to ensure approaches are stakeholder centric
- Collaborate with the Individual Giving Manager on the annual appeals program and fundraising campaigns to personalise communication and collateral to mid-donors
- Work closely with the Planned Giving and Director of Philanthropy to assist in the cultivation and referral of potential major donors and bequest prospects
- Effectively collaborate with others in the Marketing & Fundraising team to promote knowledge sharing, learning and development
- Work with Programs staff and other team members to write compelling cases of support and develop presentations for donors including required follow up reporting.

Reporting and Administration

- Contribute to budget setting, forecasting, and review and provide regular reporting for internal stakeholders as required
- Manage portfolio evaluation, budget and regular reporting against program objectives



- Maintain up-to-date information of relationships in the CRM system (Salesforce) and related databases, including all emails, phone calls, meetings, event attendance and other engagement
- Provide the Board of Directors and Executive Management Team with relevant information about donors and partners with whom they maintain relationships, keeping them up to date on donor activities
- Perform other administrative duties as required.

Other

- Managing relationships and contracts with relevant external stakeholders such as consultants and partner agencies
- Be an active member of the Fundraising & Marketing team
- Adhere to the Policies and Procedures of Wayside Chapel and ensure adherence by staff and volunteers
- Attend staff meetings and training as required.

Workplace Health & Safety

- Accountable for complying with legislation and all Wayside WHS policies/procedures and instructions, reporting any hazards or safety issues to your manager and performing all tasks in a manner which guards against risk to self and others within the workplace.

Key Stakeholders

Internal

- Senior Fundraising Manager
- Individual Giving Manager
- Director of Philanthropy
- Planned Giving Manager
- Broader Marketing and Fundraising Team
- Systems Analyst
- Support Teams – Finance, Systems, IT, Operations, People & Culture
- Volunteers

External

- Wayside Supporters
- Wayside Visitors
- Consultants and agencies



Selection Criteria

Essential:

- 4+ years' career experience in a relevant role; fundraising, communications, business development, sales, customer service
- Experience delivering financial results within a charity or business development role
- Exceptional relationship management skills with demonstrated experience fostering relationships with a wide range of stakeholders to achieve mutually beneficial outcomes
- Highly developed verbal and written communication skills
- Sound judgement and proven ability to both exercise autonomy at times and also work with a diverse group of collaborators to realise the organisation's goals
- Ability to have fun, celebrate wins and embrace errors
- Passion to make a positive impact on the community and a willingness to work within the Wayside Chapel ethos, support its values and advance its mission

Desirable:

- A relevant degree, such as business, marketing or communications
- Experience in fundraising and demonstrated results soliciting high value gifts
- Knowledge of current trends and best practice within philanthropy, donor segmentation and mid-level fundraising
- Experience with a CRM database such as Salesforce
- Familiarity with and understanding of the Wayside Chapel ethos and values.