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| Position title | Major Gifts Manager | | | | |
| Position reports to | Philanthropy Lead | | | | |
| Work level | 1 | 2 | 3 | 4 |  |
| Group and team | Fundraising | | | | |
| Location | Hybrid - Onsite at the Hub in Melbourne CBD and WFH  [Hiring manager – ensure you refer to the [Hybrid working policy](http://bbconnect.beyondblue.org.au/bbConnectDocs/bbHRDocuments/Hybrid%20Working%20Policy.pdf) and discuss the location requirements for the role with your candidate. Delete this message before publishing.] | | | | |
| Employment type | Fixed Term | | | | |
| Direct reports | 1 | | | | |
| Why choose Beyond Blue  Beyond Blue has been providing supports and services to people in Australia for over 20 years.  We are Australia’s most well-known and visited mental health organisation, focused on supporting people affected by anxiety, depression and suicide. We are inspired by our vision that ‘all people in Australia achieve their best possible mental health’ and are driven by our mission to work with the community to improve mental health and prevent suicide.  We aim to achieve this through three strategic priorities:   1. Promoting mental health and wellbeing 2. Being a trusted source of information, advice and support 3. Working together to prevent suicide   At Beyond Blue the community is at the heart of everything we do.  By joining our team you’ll be involved in meaningful work, collaborating with a cross-section of colleagues, partners, and community right across Australia. We offer our team opportunities to support and learn from one another, build capabilities, celebrate successes along the way, and generous not-for-profit salary packaging options.  Your mental and physical health are important to us – we offer a range of wellbeing initiatives, including an Employee Assistance Program, a comprehensive Flexible working policy, ensuring you have safe and effective ergonomic support no matter where you work, as well as employee-led groups and initiatives.   We strive to live our organisational values of **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity** to help create a happy, safe and productive work environment. | | | | | |
| About the role | | | | | |
| Role description | The Major Gifts Manager will drive the acquisition, engagement, management and retention of Beyond Blue’s major donors and applications to philanthropic trusts and foundations. This role is about assisting to develop and implement a long-term strategy and program of work for core major donors and cultivating and nurturing new and existing relationships with donors and trustees. The role will be responsible for the development of project funding proposals into marketable cases for support, researching funding opportunities, liaison and relationship development with grant making bodies, writing grant applications and managing reporting and acquittal processes. | | | | |
| Key accountabilities | Area of accountability  **Management**   * Work with the Philanthropy Lead to develop and deliver the annual work plan within agreed budgets and timeframes. * Develop, monitor and revise accurate revenue and expenditure budgets for the major donor and philanthropic trusts portfolio. Report on progress of the income streams, recognise opportunities   and barriers, and find effective solutions.   * Develop and implement growth strategies for major donors to cultivate and steward high value supporters. * Assess and monitor risks to all major gift and philanthropic trust activities on a monthly basis and implement new controls to mitigate risks where required. * Work with other team members of Marketing, Communications and Fundraising to ensure a high quality, customer-orientated service is provided to the whole organisation and to the community. * Ensure activities reflect the diversity of the Australian community, including groups at increased risk of depression, anxiety and suicide, and we seek opportunities for input/consultation/co-design   where appropriate to inform our work. Ensure our activities are culturally safe and appropriate to meet the commitments made through our Beyond Blue Reconciliation Action Plan.  **Operational / Relationship management**   * Identify, research, qualify and nurture prospective major donors and philanthropic trusts. * Identify funding needs across Beyond Blue and develop donor-centred proposals that are likely to inspire and attract financial support from individual major donors (generally people capable of making a gift of $10k plus) or philanthropic trusts, and prepare tailored proposals for each prospect. * Build and cultivate successful individual donor relationships, ensuring continued and increasing contributions for Beyond Blue. * Develop and implement an annual Philanthropic Trusts and Foundations cultivation and solicitation program, including the identification of philanthropic granting bodies with an alignment to Beyond Blue’s funding needs. * Write, edit and submit grant applications. Manage progress and acquittal reports for grants. * “Ask” for financial contributions or support appropriately selected and trained volunteers in the gift solicitation process. * Ensure the acceptance and management of donations is in line with the Donations and Corporate Partnerships Policy and any other Beyond Blue policies and procedures. * Work with the Donor Relations Manager and the Marketing and Digital team to implement major donor engagement and communications plans (including short, medium and long-term goals, acquisition and retention strategies, stewardship and recognition strategies, and donor journeys). * Work with the Marketing and Digital team and the Corporate Partnerships team to develop a suite of digital and hard copy assets to assist with donor communications. * Work with the Events Manager to plan and manage donor cultivation and recognition events, and represent Beyond Blue at key engagement events which may include attendance out of office hours.   **Data and analytics**   * Manage all contact with donor prospects and philanthropic trusts on a centralised moves management database (Salesforce/bLink CRM), ensuring the completeness and accuracy of notes, whilst mindful of privacy principles. * Use analytics, research insights and feedback to identify opportunities for innovation and improvement across the major donor and bequests portfolio. * Evaluate and report on major donor and philanthropic trusts programs and fundraising progress (includes bi-monthly Board reporting). | | | | |
| Key stakeholders | Key stakeholders  Internal   * Works closely with members of the Marketing, Communications and Fundraising team (Marketing and Digital, Strategic Communications, and Fundraising). * Works closely with the Partnerships and Engagement team. * Works with Strategy and Policy group, Education and Families group, Services and Service Innovation group, and Workplace, Partnerships and Engagement group. * Works with Corporate Services across Finance, Procurement, Contracts, Systems, HR and IT.   External   * Donors and fundraisers * Trustees and trust administrators * Corporate partners and business donors | | | | |
| What we are looking for | | | | | |
| Capability | Of the eight capabilities listed in our capability framework, the following behaviours are critical for role success (must already be demonstrating at the expected competence to step into the role)  **Communication**   * Communicates and presents confidently and regularly with employees, community members and other stakeholders to gain their commitment; translates specialist knowledge into common language * Uses storytelling to inform others, motivate action and influences stakeholders by connecting rationally and emotionally * Negotiates from an informed and credible position and presents persuasive counter arguments; Isn’t afraid to have the tough conversations * Creates opportunities for others to be heard and bring their point of view, encouraging robust, respectful debate * Clearly articulates the Beyond Blue vision and upholds the brand and establishes own credibility, integrity and personal brand in interactions   **Community centricity**   * Uses human centred or relevant design experience approaches to create and or support meaningful service improvements or service excellence * Competently advocates for mental health and suicide prevention services and information, empathically putting community at the heart of all we do * Emphasises importance of community and stakeholder relationships over products and solutions with commitment to strengthen and maintain trust and demonstrates integrity * Is aware of unintentional biases or power dynamics and takes steps to reduce bias in interactions and call out undesirable behaviours * Factors in an external perspective to drive internal process design   **Innovative mindset**   * Proactively seeks out alternative ways to improve the quality, cost effectiveness and overall value add and service excellence for Beyond Blue’s services * Builds a work environment that encourages calculated risks, experimentation, and iteration, working collaboratively to explore new approaches and provide input to problems. * Brings together diverse groups of people to bridge siloes, broaden thinking and start a dialogue * Translates creative ideas into business improvements or practical solutions, facilitating implementation and change * Bounces back quickly from adversity or failed ideas and takes steps to learn from mistakes to make future improvements   **Digital discovery**   * Establishes digital protocols and works effectively within a hybrid team * Actively embeds digital strategies and promotes the use of technology and digital tools in day-to-day activities to better manage services and processes * Applies appropriate consideration of data governance, legal security and privacy issues, and creates new opportunities for data information sharing * Demonstrates a strong understanding of the importance of cyber security * Ensure fit for purpose cross-functional processes drive technical solutions   **Partnering**   * Oversees program delivery and ensures partnering activities are informed by Beyond Blue’s vision, values and strategies to achieve high quality outcomes Keeps partners and stakeholders accountable for delivering on contractual requirements through reporting insights and regular forums to communicate * Identifies opportunities and actively looks for synergies across initiatives for cross-functional collaboration and partnership development * Works with partners to contribute to the mental health and suicide prevention knowledge base; manages and deepens the relationship to become a trusted partner and knows how and when to escalate issues * Has strong financial literacy with ability to manage budgets and apply commercial processes to make appropriate judgements * Understands how to successfully navigate the complexity of the organisation and broader sector’s ecosystem and operating environment   **Agility**   * Applies principles of agile mindsets and tools to projects, tasks and collaborations; coaches others to implement agile mindsets, practices and risk management processes * Creates a clear road map for change to improve community outcomes; anticipates barriers and endures uncertainty without becoming negative * Applies enterprise mindset to work prioritisation and resource allocation; sets realistic timeframes and manages competing projects or changes. Prioritises and aligns projects to business strategy, managing budget, team capacity and resources * Is nimble and innovative in contract management by identify new strategies and tactics for continuous improvement and services excellence * Conducts retrospectives to evaluate change for continuous team improvement   **Critical thinking**   * Contributes to setting team strategy and converts strategy into an actionable plan. Translates the Beyond Blue vision and strategy to team objectives, activities, and individual goals * Solves problems with an enterprise approach, working across the business to break down work and identify the resources required for the right capability and capacity * Identifies inconsistencies, biases and errors in reasoning when leveraging data-driven insights to make decision * Proactively identifies risks and mitigation paths when developing or contributing to strategy, planning or problem solving * Applies systemic thinking to understand the root cause of a problem before developing new insights and approaches with stakeholders   **Leading**   * Is bold and courageous in setting team direction, providing clear expectations on target and stretch goals. Adopts a growth mindset when working with others * Embraces diversity and demonstrates inclusive leadership; works to recruit, develop, engage and retain talent and creates a culturally safe atmosphere * Takes responsibility for assigning workloads, monitoring resources and workflows, ensuring team goals are delivered within deadlines * Adapts coaching style to suit the situation, empowers others and is approachable in providing and receiving timely constructive feedback * Holds regular performance conversations and creates two-way feedback channels to drive improvement; recognises and deals with underperformance effectively | | | | |
| Selection criteria | Education/qualifications   * A tertiary qualification in a related discipline is essential (fundraising, marketing, business development, community engagement, communications).   Knowledge/skills/experience  Essential   * A strong knowledge of philanthropy and fundraising giving in Australia, and an understanding of the motivations as to why a donor/trustee would support a particular cause. * Excellent relationship management experience, building constructive and trusted working relationships (internal and external) characterised by acceptance, cooperation, and mutual respect. * Proven experience working with major donors and philanthropic trust administrators/trustees within the not for profit/business development sectors. * Proven experience and success in writing high quality philanthropic grants or funding pitches. * Knowledge and application of principles and processes for effectively managing stakeholders. This includes stakeholder needs assessment, meeting quality standards for services, and evaluation of stakeholder satisfaction. Proven experience applying this with philanthropic donors. * Excellent verbal and written communications skills, with an eye for detail and an understanding of donor communications. * Excellent public speaking/presentation skills with an ability to pitch ideas/engage audiences. * Experience preparing and monitoring budgets against agreed targets, and reporting to management and Board on financial progress. * Knowledge and skills in project management, including planning, resource identification and coordination, task and activity monitoring, risk and issues management, reporting and overall delivery against defined objectives and agreed outcomes.   **Desirable**   * Membership of the Fundraising Institute Australia. * An understanding of the mental health sector. * A solid understanding of CRM, donor management systems (Salesforce an advantage) combined with proven ability to understand data segmentation and reporting. | | | | |
| Additional information | | | | | |
| Fairness and equality | Health, safety and wellbeing  Beyond Blue is committed to ensuring the physical and psychological health and safety of all employees, contractors and other people involved in our business activities. Our people are expected to comply with our Health, Safety and Wellbeing policy.  Equal opportunity  Beyond Blue is an equal opportunity employer. All employees have a responsibility to be familiar with and adhere to the organisation’s policies and procedures.  Cultural competency  Beyond Blue strives to maintain a culturally competent and inclusive workplace. All employees are expected to undergo regular cultural competency training as part of their professional development plans.  Employment is subject to:   * a current Police Record Check * proof of the right to work in Australia. | | | | |