

POSITION DESCRIPTION

Head of Fundraising

Program:	Fundraising
Reports to:	Director Engagement and Development
Supervises:	<ul style="list-style-type: none"> • Relationships Manager • Individual Giving Coordinator • Trusts and Foundations Coordinator • Community Fundraising Officer • Fundraising Database Officer
Date of Last Review:	June 2025
Classification:	Social and Community Services Employee Level 7 Sacred Heart Mission Enterprise Agreement 2023 or subsequent Agreements
Long Service Leave	Long Service Leave Act 2018 (Vic) or its successor This role has been deemed eligible to participate in Scheme

POSITION CONTEXT

The Head of Fundraising role is a full-time position (38 hours per week) directly responsible for leading a multi-disciplined fundraising team (6.6 FTE), and supporting the strategic direction, donor stewardship and financial management of their respective portfolios, i.e., major donors, appeals and regular giving, bequests, corporate and community, and trusts and foundations.

Sacred Heart Mission (SHM) is a complex organisation with multiple sites, 400+ staff and 700+ volunteers. With an annual budget turnover of approximately \$50M, the organisation's revenue comes from 60% government funding and 40% self-generating through fundraising, 14 op shops and philanthropy. There are diverse service offerings ranging from residential and in-home aged care to outreach and intensive case management, crisis and long-term accommodation services, a meals program and drop-in centres.

As the organisation continues to grow to serve more people and more communities, there is a need to increase our income from non-government revenue streams to achieve SHM's strategic objectives and ensure the organisation's long-term financial sustainability.

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PROGRAM INFORMATION

The Fundraising team manages all relationships with donors, fundraising appeals, community fundraising activities, events, bequests, trusts and foundations, and corporate sponsorship.

This program is integral to SHM, generating much needed funds to support operational activity that would otherwise not be funded. It has huge potential as it continues to professionalise and grow.

PURPOSE OF THE POSITION

- Manage the fundraising team through a period of growth to deliver the Mission's fundraising outcomes.
- Develop, implement and oversee a fundraising growth strategy, and sub-strategies (i.e., Individual giving, community, corporate, T&Fs), which help to deliver the organisation's five-year financial model, growth and sustainability targets.
- Manage the organisational interface with all donors and supporters.

KEY RESPONSIBILITIES

Accountability	Major Activities
ROLE SPECIFIC	
Relationships	<ul style="list-style-type: none"> ▪ Develop, build and maintain relationships with major supporters, including individuals, trust and foundations, trustees and corporates. ▪ Manage relationships with key internal and external stakeholders and suppliers in accordance with the organisation's values.
Leadership	<ul style="list-style-type: none"> ▪ Conduct self in line with the SHM Leadership Profile. ▪ Support, monitor and recognise team and individual performance. ▪ Undertake regular supervision sessions and annual professional development reviews (PDR) with direct reports. ▪ Contribute to a workplace environment which supports staff, volunteers, develops teamwork, and ensures the provision of quality and innovative services. ▪ Consider SHM policies and procedures and organisational perspective when making decisions and participating in discussions. ▪ Prepare for, attend, and participate in SHM Management Group meetings. ▪ Participate in the general management of the organisation and delivery of the strategic plan.

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Donor retention and acquisition	<ul style="list-style-type: none"> ▪ Lead the development of direct marketing campaigns to retain current donors and reactivate lapsed donors. ▪ Manage direct marketing campaigns to acquire new donors. ▪ Ensure all donor communications are conducted in accordance with SHM policies, brand identity, Fundraising Institute Australia (FIA) Code of Conduct, Australian Privacy Principles and all other relevant legislation. ▪ Manage donor lifecycle management systems and processes. ▪ Ensure SHM delivers quality customer service in a timely and friendly manner to existing and potential donors. ▪ Manage the Fundraising database to ensure donor data is current and relevant to the organisation's needs.
Financial Management	<ul style="list-style-type: none"> ▪ Ensure understanding of financial responsibilities of role and undertake required activities (e.g. developing, monitoring and managing budgets, expenditures, cost allocations and reporting) in accordance with current policies, procedures and systems and the application of the correct tools. ▪ Introduce and apply systems and resources to ensure fundraising efforts are delivering the best ROI in line with the strategy. ▪ Work closely with the Finance Team to ensure fundraising efforts support requirements outlined in the organisation's operational and capital budgets. ▪ Report to the board, Executive Team and relevant working groups on Fundraising strategy and outcomes.
Bequests	<ul style="list-style-type: none"> ▪ Manage and develop the organisations bequest strategy. ▪ Develop new tactics and objectives as the program grows.
Events	<ul style="list-style-type: none"> ▪ Oversee the Mission's major external events to ensure they meet their respective objectives. ▪ Ensure the Mission's major external events are conducted in accordance with relevant organisation values, legislation and guidelines.
Corporate and Community Engagement	<ul style="list-style-type: none"> ▪ Support the re-evaluation and rebuilding of SHM's corporate engagement and pro bono program. ▪ Support the relaunch of the Corporate Volunteering program

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	<ul style="list-style-type: none"> ▪ Support the development of community fundraising programs and platforms, specifically school engagement with a social justice lens. ▪ Support the development of a Peer to Peer (P2P) fundraising program and associated platforms, with the aim to launch a SHM lead P2P event.
Brand Management	<ul style="list-style-type: none"> ▪ Work closely with the Communication, Marketing and Advocacy team to ensure that all external communications are in accordance with the organisation's brand identity and style guide. ▪ Ensure all donor and customer queries and complaints are responded to in a timely and professional manner. ▪ Ensure all team members and activities are aligned with the FIA Code.
ORGANISATION WIDE	
Professional Development	<ul style="list-style-type: none"> ▪ Attend and participate in regular supervision sessions. ▪ Undertake all mandatory and core training in a timely manner. ▪ Participate in annual professional development and review (PDR) process and take responsibility for own training and development plan in collaboration with direct supervisor.
Health & Safety	<ul style="list-style-type: none"> ▪ Exercise a duty of care for the health and safety of staff, volunteers, clients, and customers in your charge and implement effective health and safety (H&S) measures to ensure compliance with the "<i>Occupational Health and Safety Act 2004 (Vic) Act</i>" and related legislative requirements. ▪ Knowledge of and compliance with SHM Health & Safety Framework.
Information Security	<ul style="list-style-type: none"> ▪ Manage information and data in accordance with SHM frameworks, policy and, procedures relating to privacy, document and data management, and cyber security. ▪ Control system access and manage data retention, archiving, destruction or de-identification. ▪ Maintain security protocols and notify IT of cybersecurity incidents.
Risk	<ul style="list-style-type: none"> ▪ Responsible for considering, identifying and addressing risk. ▪ Knowledge of and compliance with SHM Risk Framework.

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	<ul style="list-style-type: none"> Ensure actions assigned to the applicable role or program in the risk treatment plan are undertaken and delivery dates are met.
CQI (Continuous Quality Improvement)	<ul style="list-style-type: none"> Encourage a continuous quality improvement team culture. Identify quality improvement opportunities. Knowledge of and compliance with SHM Quality Framework. Responsible for implementing and monitoring CQI initiatives related to role and/or program.
TIC (Trauma Informed Care)	All SHM staff are responsible for engaging in learning and development to integrate their understanding of and responsiveness to the impact of trauma within their work.

MANDATORY REQUIREMENTS

- A current Criminal Records Check
- Valid driver's licence to drive in Australia

QUALIFICATIONS

- Tertiary qualification in Fundraising or equivalent

KEY SELECTION CRITERIA

Skills

- Excellent leadership skills with proven ability to manage, coach, train and develop staff.
- High level of financial acumen, with a proven ability to develop and manage complex budgets.
- Highly developed relationship management and interpersonal skills, as well as a deep understanding of fundraising communications principles.
- Highly developed communication skills to relate to people at all levels, including Board Directors, staff, donors, clients, volunteers, senior management and peers.
- Competent in producing consistent and regular reporting of fundraising activities.

Experience/knowledge

- Extensive successful experience, at least five years, in a position with equivalent responsibilities.
- Successful track record in developing fundraising strategies and project planning, delivery, and evaluation, with demonstrated experience in a similar role.
- Understanding of statutory requirements, legal obligations and governance compliance in fundraising.

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Attributes

- Strong alignment with the values of Sacred Heart Mission.
- Demonstrates commitment to social justice and social inclusion.
- Attention to detail in conjunction with excellent strategic mindset, problem solving and ability to see the 'big picture'.
- Highly developed personal skills to deal with all types of situations professionally, with grace and good humour.
- Proven ability to effectively manage time and competing priorities calmly and with initiative and sound judgement based on the organisation's priorities.
- Demonstrated ability to gain buy-in and inspire others, identify conflict situations and negotiate mutually agreed outcomes.
- Capacity to recognise own feelings and those of others, self-reflect and be self-aware.
- Is culturally aware and values social inclusiveness as a strength and positively embraces diversity.

DESIRABLE

- MFIA and/or CFRE qualifications.
- Experience in writing successful fundraising appeals and other fundraising communications.
- A sound knowledge of or experience in most of the following areas of growth for the Mission:
 - cash donor acquisition and retention
 - major gifts
 - bequests
 - mid-value giving
 - regular giving
 - digital fundraising

VISION, MISSION AND VALUES

Our **vision** is of an inclusive and fair society where people can live a fulfilling life.

Our **purpose** is to end homelessness, deep disadvantage and social exclusion by building people's capacity and promoting fairer and more inclusive communities and service systems.

Our **Values** are:

Welcome

- We value people as they are and treat everyone with respect.
- We greet others with a smile and introduce ourselves.
- We show genuine interest in other people.

Community

- We give everyone an opportunity to share their ideas, opinions and feedback and we listen to what people say.

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- We support each other to succeed and join up for the common good.
- We actively participate in the life of Sacred Heart Mission.

Kindness

- We make time to understand and support people’s individual needs.
- We communicate with each other in a positive, helpful and compassionate manner.
- We listen deeply and never assume that we know what is best for others.

Integrity

- We make decisions that are true to our vision and purpose.
- We are honest in what we say and do.
- We keep our promises and fulfill the tasks we are expected to do.

Courage

- We look for new ways to solve problems and improve how we work.
- We speak up when things are not right to achieve better outcomes.
- We take responsibility for our actions and accept when we are wrong.

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