

## POSITION DESCRIPTION



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| <b>Position Title:</b>    | Communications and Philanthropy Manager  |
| <b>Department:</b>        | Communications and Philanthropy Team   |
| <b>Date:</b>              | October 2022   |
| <b>Reporting To:</b>      | CEO  |
| <b>Direct Reports</b>     | Grants and Communications Officer<br>Community Relations and Fundraising Officer                                     |
| <b>Internal Liaisons:</b> | Communications and Philanthropy Team, Community Engagement Team, Management, All staff                               |
| <b>External Liaisons:</b> | Donors, Supporters, Volunteers, Corporate and Community Groups, Service Providers (events contractors and suppliers) |

### Company Overview

The Infants' Home Child and Family Services is a leading provider of high-quality early childhood education and care, allied health and early intervention services for children and families. For almost 150 years the key focus of our work has been supporting families and children experiencing hardship or vulnerabilities to make a more positive future. As one of Australia's most established charitable organisations, The Infants' Home is embarking on an exciting new phase as we head towards our 150<sup>th</sup> year in 2024.

### Position Purpose

The Infants' Home Child and Family Services relies on philanthropy to raise funds required to support community programs and integrated services to children and families, particularly those experiencing vulnerabilities or complex needs. The Communications and Philanthropy Manager is responsible for managing the organisation's fundraising program to ensure required funds are sourced and secured, building strong relationships with partners, donors, and volunteers, and maintaining the donor database.

In addition, the Communications and Philanthropy Manager is responsible for overseeing communications and marketing materials (including donor newsletters, annual reports, social media, intranet, and campaign collateral) and managing promotion of our brand. This role will lead our 150<sup>th</sup> anniversary campaign to celebrate our past and secure funding for our future.

### Responsibilities:

#### 1. Key Responsibilities

##### a) People and Program Management

- Leading the Communications and Philanthropy team to achieve success through fostering a performance culture of coaching, mentoring and targeted feedback.
- Setting and monitoring team/individual key performance indicators to ensure results.
- Providing advice to the CEO, Board and management on emerging trends, compliance and best practice developments in fundraising, philanthropy, and communications.
- Leading strategic projects as identified by the Board and Leadership team (for example, 150<sup>th</sup> Anniversary).
- Working with management to shape the culture of philanthropy across the organisation.
- Representing The Infants' Home at external meetings, functions, and presentations.
- Championing the risk management process and ensuring all communications and philanthropy-related strategic, operational, and project risks are identified, assessed, and monitored, with timely attention to risk controls.
- Ensuring that work health and safety requirements are met.

- Managing contracts and contractors associated with this program.
- Developing, monitoring, and administering program budgets in line with delegated authority.

**b) Fundraising and Philanthropy Management**

- Managing all aspects of The Infants' Home's fundraising program including major donors, trusts and foundations, appeals, regular giving, direct marketing, workplace giving, bequests, community fundraising, crowdfunding, and capital campaigns.
- Developing, implementing and evaluating fundraising strategies and campaigns (i.e. bequest program, capital campaign).
- Ensuring that fundraising and grant-seeking is conducted in accordance with governance requirements, including relevant legislation and the Fundraising Institute of Australia Code.
- Administering the grants program including grant identification, application, update and acquittal reporting, and supporter liaison.
- Planning and coordinating fundraising events and special functions.
- Initiating, developing, and nurturing a strong base of donors and supporters.
- Maintaining the donor database, donor segmentation and donor stewardship activities.
- Preparing and presenting comprehensive reports and project briefs to the CEO and Board.

**c) Communications and Marketing Management**

- Managing all aspects of The Infants' Home's communications and marketing program including website, publications, intranet, extranets, newsletters, annual reports, EDMs, fundraising appeals, social media, advertising, and promotional collateral.
- Developing, implementing and evaluating communications strategies and public relations campaigns (i.e. Friends of The Infants' Home, 150<sup>th</sup> campaign).
- Maintaining the CRM database, segmentation, and communications activities.
- Ensuring that all communications materials are produced in accordance with the Style Guide, privacy, and intellectual property requirements.
- Ensuring The Infants' Home's brand and reputation are accurately, proactively and positively promoted.
- Planning and coordinating community events and special functions.
- Preparing and presenting comprehensive reports, project briefs, submissions, letters, and other modes of communications to the CEO and Board.

**d) Corporate, Community and Individual Volunteer Program**

- Managing the Volunteer program with the view to maximising the support corporate, community groups, educational groups and individuals can provide The Infants' Home to assist with ongoing operations.
- Build a community of enthusiastic and committed regular volunteers
- Seeking opportunities to engage volunteers in other aspects of the organisation (e.g. conversion to donors).
- Ensuring that volunteer involvement is line with the National Standards for Volunteer Involvement.

**2. Professional Conduct**

- Exercise due care, skill and judgement and always act in accordance with applicable professional ethics, principles, legislation, and standards.
- Be involved in regular performance appraisals and individual development plans.
- Always work within the guidelines of policies and procedures of The Infants' Home.
- Identify and attend relevant continuing education and professional development opportunities.

- Keep abreast of current research relating to fundraising, philanthropy, communications, and marketing.
- Actively demonstrate management in line with organisational values.

### 3. Compliance and Organisational Requirements

Ensure activities within the area of responsibility comply with:

- National law and regulations
- Work Health and Safety legislation
- National Quality Standards
- Australian Charities and Not-for-profits Commission (ACNC)
- Child Protection Legislation
- Australian Workplace Relations legislation
- The Infants' Home vision, mission, policies, procedures, and strategic goals
- Fundraising Institute Australia (FIA) Code of Conduct
- National Standards for Volunteer Involvement

### 4. Risk Management

- Follow policies and procedures to ensure compliance
- Maintain a safe, healthy, and clean environment
- Identify hazards and take action to remove these hazards
- Ensure that all Work Health and Safety requirements are met
- Identify risks and incidents and report them in a timely manner
- Develop and maintain risk controls

### 5. General

- Respond to customer enquiries and provide welcoming professional customer service.
- Participate in all levels of team functions/meetings as required.
- Carry out all duties, responsibilities and specific tasks related to the role as well as specific duties allocated by the CEO.

### Essential Criteria

- Excellent people management skills with an ability to foster innovation and collaboration, and to coach and mentor your team to achieve/exceed individual and team goals.
- Strong communication skills, both oral and written, including confidence in delivering presentations.
- Deep understanding of Private Ancillary Funds and an ability to build successful relationships with funding partners
- Sound knowledge of and experience in online and traditional communications channels
- Demonstrated ability to create and project manage sound digital fundraising strategies and campaigns (i.e. a bequest program, capital fundraising program).
- Demonstrated ability to develop and implement donor stewardship activities and engage donors in the work of the organisation, driving major gift cultivation and solicitation.
- Proven ability to build and maintain collaborative partnerships with diverse stakeholders, including high-net-worth individuals, corporations, benefactors and government, together with the confidence to make high level 'asks'.
- Drive and determination to raise significant fundraising revenue.
- Ability to coordinate a series of events and fundraising initiatives linked to a 150<sup>th</sup> Anniversary campaign.
- Strong business acumen including budgeting, forecasting and reporting skills.
- Knowledge of, or an ability to quickly acquire requisite knowledge, of risk management and governance requirements, including relevant legislation and the Fundraising Institute of Australia Code.
- Advanced IT literacy, with an ability to engage with a range of digital tools

- Excellent organisational, administrative, and time-management skills with a strong attention to detail.

**Desirable**

- Experience working with volunteers and/or organising events
- Experience with Sharepoint / Wordpress / Hubspot
- Knowledge of for-purpose/charity sector
- Knowledge of Early Childhood Education and Care sector

Please note, all employees at The Infants' Home are required to have unrestricted working rights in Australia, a valid NSW Working with Children Check and COVID-19 vaccinations.

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I have read and agree to undertake the duties as outlined:

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Name

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Signature

\_\_\_\_\_  
Date