

Position Description



Title	Fundraising Advisor
Business Unit	Planning and Internal Partnerships
Location	Flexible – Victoria or Tasmania
Employment type	Full Time, Ongoing
Reports to	Senior Manager Planning and Internal Partnerships

1. About Uniting

Uniting Vic.Tas is the community services organisation of the Uniting Church. We've been supporting people and families for over 100 years. We work alongside people of all ages in local communities in Victoria and Tasmania. Our services reach to Albury-Wodonga in the north, Mallacoota in East Gippsland, the Wimmera region in the west, and across Tasmania.

We empower children, young people and families to learn and thrive. We're there for people experiencing homelessness, drug and alcohol addiction or mental illness. We support people with disability to live the life they choose. We assist older people to maintain their independence and enjoy life. We provide opportunities to access training and meaningful employment. We're proud to welcome and support asylum seekers to our community. We work to empower people with the information, skills and tools they need to live a healthy, happy life.

As an organisation, we work in solidarity with Aboriginal and Torres Strait Islander people as Australia's First Peoples and as the traditional owners and custodians of this land. We celebrate diversity and value the lived experience of people of every ethnicity, faith, age, disability, culture, language, gender identity, sex and sexual orientation. We welcome lesbian, gay, bisexual, transgender, gender diverse and non-binary, intersex and queer (LGBTIQ+) people at our services. We pledge to provide inclusive and non-discriminatory services.

Our purpose: To inspire people, enliven communities and confront injustice

Our values: We are imaginative, respectful, compassionate and bold

2. Position purpose

Provides specialist fundraising advice to all initiatives and activities arising from the strategic plan, operational plan and interactions with operational services particularly via Business Partners. This role leads on the strategic development of fundraising activities across the organisation.

The role is pivotal to supporting the fundraising dimension of all activities through planning, stakeholder mapping, and content development.

3. Scope

Budget: Nil

People: Nil

4. Relationships

Internal

- Executive Leadership Team
- Operational Leadership
- Finance

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External

- Senior leadership in advocacy, brand, communications, fundraising and marketing in sister agencies in the Uniting brand
- Senior leadership of UnitingCare Australia
- Other Uniting Church agencies and organisations in particular Uniting Church Synod, Presbyteries and congregations
- Donors
- Philanthropic organisations
- Volunteers
- Suppliers

5. Key responsibility areas

Fundraising advice

- Lead integrated fundraising strategies, in association with the External and Fundraising Partnerships team, to deliver Uniting's fundraising revenue targets for all donor segments
- Support the Senior Manager Planning and Internal Partnerships in identifying and planning fundraising activities that support the organisation's strategic and operational objectives
- Provide specialist and strategic fundraising advice to the Executive Leadership Team, having a key oversight of the organisation's fundraising activities
- Drive the development of the donor experience pathways from trigger to loyalty.
- Manage the development and implementation of acquisition, growth and retention campaigns, informed by data and consumer insights.
- Initiate and oversight research to understand Uniting's donors and prospective donors and ensure outcomes are fed into future activities
- Instigate competitor analysis to understand current state and identify opportunities/gaps in Uniting's offering.
- Create briefs for fundraising activities that form the basis of compelling campaigns
- Develop appropriate indicators to measure success of all activities and deliver reporting and monitoring against those indicators, being accountable for results and improvement needs
- Manage external supplier relationships – including key deliverables, engagement, budget, and reporting and project planning

People and Teams

- Undertake regular supervision and performance review with line manager, providing feedback to promote collaborative working relationships
- Promote and maintain a positive, respectful and enthusiastic work environment

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Personal accountability

- Compliance with Uniting’s values, code of conduct, policies and procedures and relevant government legislation and standards where relevant.
- Cooperate with strategies to actively ensure the safety, protection and well-being of children who come into association with us.
- Ensure appropriate use of resources.
- Work collaboratively with Uniting (Victoria Tasmania) employees and external stakeholders in accordance with Uniting’s values and professional standards of behaviour.
- Actively participate in initiatives to maintain, build upon and promote a positive and collaborative workplace.
- Identify opportunities to integrate and work collaboratively across teams.
- Take reasonable care for your own health and safety, and health and safety of others (to the extent required).
- Promote a positive safety culture by contributing to health and safety consultation and communication.
- Promptly respond to and report health and safety hazards, incidents and near misses to line management
- Attend mandatory training sessions (i.e. equal employment opportunity, health and safety) and mandatory training specific to position.

6. Person specification

Qualifications

- Tertiary qualification in marketing/communications or a related discipline
- Professional qualifications in fundraising are highly desirable

Experience

- Substantial demonstrated experience leading fundraising within a complex environment, preferably community services, developing, implementing, and evaluating fundraising strategies
- Experience working with senior leadership and providing specialist and strategic fundraising advice
- Experience in designing and delivery fundraising strategies across multiple donor segments
- Experience in briefing to agencies/creative teams is highly desirable
- Experience in advocacy-led fundraising is an advantage

Core selection criteria

- **Values alignment:** ability to demonstrate and authentically promote Uniting’s values
- **Complexity:** ability to work effectively and positively within complexity and ambiguity.
- **Stakeholder management:** ability to understand, relate to and manage diverse and difficult stakeholder needs
- **Influence and negotiation:** Ability to give and gain cooperation at all levels.
- **Problem solving:** proven high level of analysis and complex problem solving.
- **Teamwork:** willingness to be proactive and help others, contribution to the continuous improvement of a positive, collaborative and effective work environment.
- **Communication:** Outstanding verbal and written communication, ability to relate meaningfully to people at all levels and ability to explain complex technical matters clearly and succinctly.
- **Time management:** Excellent time management skills coupled with an ability to work under pressure to short deadlines

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7. We are a child safe organisation

Uniting is a child safe organisation and is committed in everyday practice to ensure the safety and wellbeing of all children, at all times. As a child safe organisation, employment with Uniting is subject to a satisfactory national (and international where relevant) police check and Working With Children Check (in Victoria) and/or Working With Vulnerable People Check (in Tasmania) **prior** to commencement of any paid or unpaid work and/or participation in any service or undertaking.

This position description is subject to review and may change in accordance with Uniting's operational, service and consumer requirements.

8. Acknowledgement

I have read, understood and accepted the above Position Description

	Employee	Manager
Name:		
Signature:		
Date:		