

POSITION DESCRIPTION

Position Title	Fundraising Manager
Time Commitment	Full time (1.0 FTE), permanent
Classification	SCHADS 6
Location	Melbourne based: hybrid work from home/office as per COVID restrictions

ABOUT THE ORGANISATION

IWDA is an Australian-based organisation, resourcing diverse women's rights organisations, primarily in Asia and the Pacific, and contributing to global feminist movements to advance our vision of gender equality for all.

VISION: Gender equality for all

PURPOSE: To defend and advance the rights of diverse women and girls

VALUES: Feminist, Accountable, Collaborative, Transformative

OUR GOALS 2020-2023:

1. Resource and contribute to a resilient and vibrant feminist movement
2. Promote systemic change towards gender equality for all
3. Build a resilient and relevant feminist organisation

We resource the work of diverse women's rights organisations, enable them to be more effective by providing support that goes beyond money, and we make our own contributions to feminist movements through advocacy, knowledge creation and translation.

As part of this contribution, we take actions to decolonise our approach to feminism and development. We want to become the best we can be in the world at north-south partnerships. This means we seek to understand and leverage our locational power so that we know when to:

STEP UP: and use our power to leverage resources and access for women's rights organisations, and make our own contribution to feminist movements

STAND WITH: feminist movements in solidarity and amplify the work of global south actors

STEP BACK: when others are better placed to take the lead.

Our Strategic Plan outlines a third way between the models of women's funds and international development NGOs. It was developed during 2020, a year of significant, unpredictable global change, with many unknown consequences for funding flows.

Ensuring that IWDA is financially resilient with a diverse income base is a core objective of the Strategic Plan. Our Income Plan outlines how we will achieve this objective, whilst navigating a constantly shifting social and economic landscape, and in alignment with the other strategic objectives we have set to achieve gender equality for all.

International Women's Development Agency (IWDA) has an EO exemption (H69/2022) and requests applications from people who identify as women only (including trans women).

*IWDA welcomes people with different skills and life experiences, and encourages women from culturally and linguistically diverse backgrounds, women with disabilities and First Nations women to apply. **Preference will be given***

to applicants who have experience in, or strong community ties to, one of the countries in which IWDA supports partners.

POSITION SUMMARY

Reporting to the Director, Business Transformation, and working collaboratively across IWDA, the Fundraising Manager's primary objective is to care for our donors and supporters by helping them invest in gender equality for all.

The Fundraising Manager will do this by reaching fundraising targets through innovative and targeted campaigns advocating for women's rights in international development settings. The Fundraising Manager will manage existing and new income portfolios including Direct Mail, Regular Giving and Digital, and manage a team to achieve IWDA's ambitious income targets. The role will manage external relationships with fundraising agencies, design agencies and print houses, fulfilment and data selection and reporting.

The role will also drive budgets, analysis, reporting, and measurement of success and return on investment to maximise growth opportunities and drive income generation. This role is a critical leadership role in delivering revenue to IWDA to support our strategic objectives.

KEY RELATIONSHIPS

Reports to:	Director, Business Transformation
Direct Reports:	Giving Officer, Major Gifts Coordinator, Fundraising Coordinator
Internal:	Communications team, Development team, CEO, Leadership, Board, Partnerships team
External:	Donors and supporters, fundraising agencies, design, print, mail house agencies

KEY RESPONSIBILITIES

1. Manage and deliver IWDA's organisational fundraising

- Lead the ongoing stewardship of IWDA's fundraising portfolios including campaigns, appeals, mid-major gifts and bequests
- Drive strategic planning and delivery for IWDA's Income Plans and associated strategies
- Collaborate with Communications team members to drive fully integrated campaigns and write or edit content as required
- Develop and implement supporter engagement models to increase donor retention and loyalty through targeted messages and relationship management
- Drive and manage donor acquisition programs across appeals, campaigns and regular giving to ensue steady increase in new donors
- Create and implement strategies to increase donor conversion and upgrade rates to increase gift value and donation frequency
- Drive major gifts and bequest strategies and campaigns
- Develop and monitor an annual budget aligned with IWDA's income strategy and budgetary framework
- Collaborate with the Partnerships team to identify and profile programs requiring funding
- Collaborate with the Development team on international and domestic funding opportunities

2. Manage and oversee data management and analysis

- Oversee CRM database improvements, achieving efficiencies and value for money
- Deliver robust data analysis and insights from campaigns to improve campaign return on investment and report on key supporter metrics
- Optimise categorisation of supporter information to drive effective segmentation, relationship management and business development
- Ensure seamless integration of fundraising systems and processes with broader IWDA systems

- Contribute to team and organisational Monitoring, Evaluation and Learning (MEL) through the analysis of data, identifying areas for improvement and implementing system improvements within fundraising

3. Leadership

- Manage and lead a team with diverse competencies, experience and responsibilities
- Support team members to strengthen their skills and capabilities through IWDA's performance development processes
- Encourage a team culture of reflection and learning; accountability and transparency; collaboration and high performance
- Support an organisational culture that progresses a decolonised and feminist approach to partnership, fundraising and communications
- Contribute to organisational leadership by developing and maintaining relationships with other senior managers
- Support the Director, Business Transformation as required with Board proposals, reporting and engagement, including hands on support to the Resources and Partnerships Committee

4. Relationship Management

- Alongside the Director and Development team, support IWDA's external relationship management efforts, within national and international forums and spaces, taking an opportunistic approach to cultivate new funding relationships
- Support the CEO, Board and senior staff to develop funding relationships
- Increase chances of relationship-based funding by supporting our work to gain greater attention and identify opportunities to raise awareness of IWDA in relevant markets
- Recommend priority engagements and contacts for the CEO and Leadership to positively promote and expand IWDA's reputation and profile with funders

5. Outcome Reporting

- Develop and provide reports for Board and Leadership as required
- Oversee campaign/appeal tracking
- Monitor and report on progress against targets, as well as new or emerging risks
- Conduct post campaign reviews and respond to lessons learned

SELECTION CRITERIA

Technical Experience	Behavioural Competencies
<p>Essential</p> <ol style="list-style-type: none"> 1. Track record in developing effective fundraising campaigns from inception to implementation 2. Experience designing and implementing fundraising acquisition, retention and loyalty programs 3. A strong understanding of CRM systems (e.g. Salesforce) combined with advanced analytical ability and experience in data and marketing analytics, evaluation and reporting 4. Understanding of digital communication and marketing to support integrated fundraising campaigns 5. Excellent communication skills (written and verbal) 6. Strong stakeholder relationship management skills 7. Strategic financial management experience specifically in budget design, monitoring and forecasting 8. Ability to work under pressure and to set priorities 	<ul style="list-style-type: none"> • Valuing Diversity • Empowerment • Managing Work & Quality • Acting with Transparency • Building Trusting Relationships • Collaborating for success • Learning, Improving & Adapting • Judgement & Decision Making

<p>Desirable</p> <p>9. Degree qualifications in marketing with associated sector and technology expertise</p> <p>10. Broad knowledge of the changing trends of direct marketing platforms/ communication channels</p>	
<p>GENERAL CONDITIONS</p>	
<p>All IWDA staff and volunteers are required to:</p> <ul style="list-style-type: none"> • Support and demonstrate IWDA's Values and Behavioural Competencies • Act at all times in accordance with IWDA's Code of Conduct and Policies • Act at all times in accordance with IWDA's Child Protection Policy and Code of Conduct • Comply with IWDA's Occupational, Health, Safety & Wellbeing Policy and practices 	