

# Position Description

<b>Position title</b>	Fundraising Lead
<b>Program/Unit</b>	Community Engagement
<b>Classification</b>	Dependent on qualifications & experience
<b>Position reports to</b>	Head of Fundraising and Philanthropy

## Organisational context

Established in 1997, MacKillop Family Services (MacKillop) strives to ensure all families are supported to provide children with a safe and permanent home, and the best possible start to their lives.

Continuing the child and family welfare programs of our three founding agencies – the Sisters of Mercy, the Sisters of St Joseph and the Christian Brothers – we provide early intervention programs to support the most vulnerable families, and provide education and out of home care for vulnerable children and young people in Victoria, New South Wales, Western Australia, the ACT and NT.

MacKillop has approximately 2,000 staff, operating out of more than 50 sites, and has forecast annual revenue for the 2024/25 financial year of over \$350 million.

Like our founders, we are deeply committed to our work, and are driven by social justice. We believe every child should be protected from abuse, neglect and exploitation, and are a child-safe organisation that is committed to protecting and advocating for the best interests of children and families across all our programs.

Our work is underpinned by our values, and by a deep understanding of the impact of trauma, informed by the Sanctuary Model. Sanctuary is a blueprint for organisational change, which supports organisations to provide a safe, non-violent environment for people affected by trauma. It also supports staff and carers to form communities that are safe and caring, and to maintain a culture that reflects these qualities at every level within the organisation.

MacKillop is deeply committed to promoting diversity. Our diversity encompasses differences in race or ethnicity, gender identity, gender expression, intersex status, sexual orientation, language, age, religion, socio-economic status, relationship status, physical and mental ability, thinking styles, experience, and education. We believe that the wide array of perspectives that results from such diversity makes us more creative, flexible, accessible and productive.

## Our purpose

MacKillop Family Services continues our founders' passionate commitment to social justice – to work for the rights of children, young people and families to be safe, to learn, feel nurtured and connected to culture. We provide high quality services to promote healing from trauma and loss, and to enable hopeful futures.

MacKillop Family Services will care compassionately, respond large-heartedly and advocate courageously.

## Our vision

Children, young people, and families are welcomed and supported by MacKillop to be empowered and thrive.

## Our values

**JUSTICE.** We believe in the right of all people to experience respect and to have access to quality services irrespective of sex, race, ethnicity, culture, language, religion, marital status, disability, sexuality, or age. We advocate for inclusiveness and social justice in the wider community and commit to these principles across our organisation and all services we provide.

**HOPE.** We commit to creating positive and hopeful relationships where people find meaning in their experiences and relationships and are able to learn, explore their strengths and create possibilities for growth and change.

**COLLABORATION.** In our work with individuals, families and other organisations and groups, we commit to working in a collaborative spirit through cooperation, coordination, partnership, and empowerment.

**COMPASSION.** Compassion is an attitude of the heart, an expression of our shared humanity and a deep desire to alleviate another's suffering. We commit to creating an attitude of openness to others and to their circumstances.

**RESPECT.** We value ourselves and other people, the earth, and all creation. We seek to listen and learn from each other and build relationships with respect, being proud of what we hold in common and with understanding and tolerance of our differences.

## Our Sanctuary Commitments

Our values are brought to life through our commitment to the Sanctuary Model. Sanctuary enables a shared language, knowledge, and response to the impact of trauma and loss on all of us.

Our seven Sanctuary Commitments are as follows:

- Non-Violence - Mean what you say and don't be mean when you say it
- Emotional Intelligence - Look out for yours and other people's feelings
- Social Learning - We all learn from, and teach each other
- Democracy - Everyone is heard
- Open Communication - Be honest and share information
- Social Responsibility - We all help each other ... It takes a village to raise a child
- Growth and Change - Open to new ideas and ways of thinking

## Position purpose

The Fundraising Lead is a member of the Community Engagement team, which is responsible for building the profile of MacKillop as one of Australia's leading child, youth and family services agencies and is responsible for growing and diversifying fundraising revenue.

Reporting to the Head of Fundraising and Philanthropy, the Fundraising Lead will be responsible for managing the fundraising program. This role will lead a small team responsible for developing and implementing multi-channel fundraising strategies to meet financial targets and grow our supporter base as part of a fundraising growth strategy.

## Primary objectives

The Fundraising Lead will be responsible for: growth and diversification of MacKillop's supporter base by effectively managing multi-channel appeals, including acquisition campaigns; ensuring a robust customer journey to enhance donor retention; growing our regular giving program; enhancing our School Engagement program; and overseeing community fundraising.

## Key result areas and responsibilities

- End to end project management of fundraising appeals and activity to meet agreed objectives on time and to budget across a range of channels including direct mail, email and online.
- Preparing campaign briefs, data briefs, and production schedules to ensure the effective delivery of direct marketing campaigns.
- Developing new giving opportunities that appeal to a broad demographic range through data-driven acquisition via targeted communication strategies.
- Overseeing the management of data including targeting, ask strategies, segmentation, testing, analysis and reporting, working closely with the Fundraising Database Administrator.
- Leading fundraising content planning and maintaining oversight of creative development, working closely with the Communications team and external suppliers.
- Developing and implementing strategies to grow our Regular Giving program.
- Monitoring and reporting on project milestones, income and expenditure, making recommendations for continual improvement.
- Team management, including resource planning, developing staff work plans, professional development and performance reviews.
- Building and managing effective relationships with both internal stakeholders and external suppliers to ensure the effective delivery of MacKillop fundraising appeals and activity.
- Ensuring that MacKillop's brand, key messages, approval and privacy policies are applied to all fundraising appeals and activity.
- Adhering to the FIA Code of Conduct and any other relevant standards.

## Key selection criteria

The incumbent will have:

- Experience coordinating and project managing multi-channel appeals, including strategic use of mail, print, online and email communications across acquisition, growth and retention programs.
- Experience managing a high-performing regular giving program.
- Experience monitoring and evaluating performance of fundraising appeals and activity for continual improvement.
- People leadership experience with the ability to mentor, coach and lead a small team (preferred).
- Ability to work effectively with a high degree of autonomy and accountability, while also working collaboratively with colleagues and suppliers.
- Minimum of three years' experience working in direct marketing within the not-for-profit sector and a track record of achieving performance targets.

## Other information

The incumbent is required to:

- Sign and actively abide by MacKillop’s Code of Conduct.
- Observe and actively support MacKillop’s P.8 People and Workplace Policy.
- Observe and fulfil health and safety responsibilities as contained within ‘WHS-P-001 Responsibility Statements’ document.
- Attend mandatory and other training as required.
- Actively participate in MacKillop’s Bid Management process as required.
- Participate in and promote continuous quality improvement processes.
- Promote an environment that is culturally safe, and strengths focussed.
- Abide by principles and commitments of the Sanctuary Framework.
- Incorporate cultural safety into your practice with Aboriginal families.

The incumbent must possess a:

- Valid and current Driver’s Licence.
- Valid and current Working with Children Card.
- Valid and current NDIS Worker Check (for NDIS risk assessed roles).
- Satisfactory criminal history check conducted by MacKillop Family Services.

## Approval

<b>Director or General Manager’s full name:</b>	Sam Patterson 	<b>Date:</b>	15/08/2024
<b>Director or General Manager’s position title:</b>	Director, Community Engagement		
<b>Incumbent’s full name:</b>			
<b>Incumbent’s signature:</b>		<b>Date:</b>	



MacKillop Family Services acknowledges Aboriginal and Torres Strait Islander people as Australia’s First Peoples and as the Traditional Owners and Custodians of the land on which we live, work and play. We pay our deep respects to Elders past and present and acknowledge all Aboriginal children, young people, families, and staff who are a part of MacKillop Family Services.



MacKillop celebrates and draws strength from diversity and respects the dignity of all people. Every person at MacKillop has the right to be safe and to be treated justly. We value every person’s ability, cultural or linguistic backgrounds, ethnicity, sexual orientation, gender identity, gender expression, intersex status, relationship status, religious or spiritual beliefs, socio-economic status, and age.