

# Position Description



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<b>Position:</b>	<b>Fundraising Manager</b>
<b>Reports To:</b>	Head of Giving and Experience
<b>Award Pay Level:</b>	Level 6 under the Social, Community, Home Care and Disability Services Industry Award
<b>Location:</b>	Footscray VIC (Flexible work arrangements available, travel to other ASRC sites required)

## Organisational context

The Asylum Seeker Resource Centre (ASRC) is a leading advocacy organisation for people seeking asylum in Australia. We are a values-driven organisation that strives to be part of a movement that helps people seeking asylum by providing direct services such as assistance with accommodation, food, casework, employment, education and legal services. We campaign and lobby with our sector to drive law reform and policy change.

At the heart of the ASRC strategy is the people we serve, and our commitment to ensuring that their voices of lived experience are embedded in all that we do. The ASRC exists for refugees and asylum seekers, and we are in the service of this community of people. It's important that our work and focus is led by what this community needs, expects and wants from us.

## About the Portfolio and Department

The Fundraising, Philanthropy & Supporter Experience Department is responsible for the ASRC's fundraising, philanthropic and grant efforts, including appeals, grants, regular giving, gifts in wills, mid-value giving, major donors, philanthropic trusts, community fundraising and events, a \$16 million portfolio. This sits alongside overall responsibility for the ASRC supporter experience, which encompasses both financial and non-financial donor portfolios. This Department oversees strategies to ensure significant engagement retention of the donor database through exceptional supporter experiences including the capacity to upgrade donors at all levels, increase loyalty through cross-pollination and recover

donors that have become lapsed, while leading the strategy of “communicating”. The Department works constructively with Marketing & Brand and Advocacy & Campaigns teams to support supporter acquisition and conversion, alongside leading a culture of project methodology and implementation for major campaigns.

## Position Purpose

Reporting into the Head of Giving & Experience, this role leads a team of fundraising professionals to meet annual individual giving fundraising targets and increase revenue over time. The role will develop and lead the team to implement a multi-channel fundraising program that maximises income and the supporter experience.

## Key Accountabilities

- Lead the success, deliverables and outcomes of a diverse team of fundraising specialists to meet or exceed income targets across appeals, gifts in wills, mid value, regular and cash giving, community and event fundraising
- Drive the management of end-to-end supporter experience for financial and non-financial donors including donor care, stewardship, recovery, uplift and experience
- Deliver robust, transparent and high quality reports and monitoring on targets across the fundraising program, including proposing recommendations regarding the focus of program delivery and innovation
- Develop and drive the team to deliver innovative fundraising strategy and products, including optimising the supporter experience and driving sustainable revenue growth
- Build the capacity of people within the team, manage their performance and maximise opportunities for personal growth
- Create and maintain a test and learn mindset to capture and use data and information to provide continuous improvement across the fundraising program
- Maintain strong connections to the external market and fundraising community to ensure we maintain best practice, contemporary approaches
- Grow internal relationships to ensure collaboration, trust and engagement with the fundraising portfolio

## All ASRC People Will:

- Understand and follow their responsibility to always act in a manner that supports the safety, health and wellbeing of themselves and others in the workplace.
- Centre the rights of people seeking asylum and actively working toward bringing the ASRC vision and purpose to life.
- Demonstrate the ASRC values of Collaboration, Welcome, Courage and Authenticity and demonstrate behaviours that contribute to a culturally safe, inclusive and respectful workplace.

## Role Requirements

### Essential Skills, Experience & Qualifications

- Experience in managing and leading a team of high performing staff through product design, campaign implementation, reporting and strategy management
- The ability to engage with a range of stakeholders to support organisational objectives
- Demonstrated experience in the successful planning and implementation of donor retention and acquisition strategies that meet budget requirements
- Strong digital fundraising capabilities and an understanding of digital best practice
- Exceptional verbal and written communication skills as demonstrated by the ability to develop and maintain relationships with people from all levels of business and community.
- Knowledge of the policy context of practice with asylum seekers visa categories/conditions, and the barriers faced by people seeking asylum in Australia

### Desirable:

- Lived experience of seeking asylum

### Policy and screening requirements

All ASRC staff and volunteers are required to adhere to policies and procedures which aim to further culturally safe, inclusive and respectful work practices. All offers of employment are subject to satisfactory Criminal History Check and provision of a valid Working with Children Check prior to commencement.

I have read and understood and agree to perform the responsibilities outlined in this position description.
Name:
Date: