

# JOB DESCRIPTION

## TELETHON KIDS INSTITUTE



<b>Why is this Job Description being written?</b>		<input checked="" type="checkbox"/> New Position <input type="checkbox"/> Replacement Position <input type="checkbox"/> Position re-designed <input type="checkbox"/> Position not previously described	
<b>POSITION DETAILS:</b>	<b>Position Title:</b>	<b>DEVELOPMENT MANAGER</b>	
<b>Division:</b>	Communications and Development	<b>Department:</b>	Development
<b>Position reports to: (role)</b>	Head of Development		
<b>Location:</b> <i>include all possible locations</i>	100 Roberts Road Subiaco		
<b>POSITION PURPOSE:</b> In one or two sentences briefly summarise the overall purpose of this role, i.e. broadly, <b>what</b> this role does and <b>why</b>			
<p>The Development Manager is responsible for building and progressing a multifaceted high volume community fundraising program, that is, one where a high volume of donors will be given many meaningful ways to make gifts of values up to \$1,000. A comprehensive program will include the following components: digital fundraising; recurring giving; direct mail; direct response advertising (TV and newspaper); in memoriam, special occasion, and tribute giving; employee giving; cause-related marketing; community fundraising; corporate, school and civic group fundraising; and bespoke fundraising programs having their own identities, or sub-brands.</p> <p>The Development Manager is responsible for building and progressing a multifaceted high volume community fundraising program, that is, one where a high volume of donors will be given many meaningful ways to make gifts to the Institute. Ultimately, the Development Manager will build a 5,000 member donor community that contributes \$2 million per annum.</p> <p>A comprehensive high volume community fundraising program will include the following components: digital fundraising; recurring giving; direct mail; direct response advertising (TV and newspaper); in memoriam, special occasion, and tribute giving; employee giving; cause-related marketing; community fundraising; corporate, school and civic group fundraising; and bespoke fundraising programs having their own identities, or sub-brands.</p>			
<b>KEY RESPONSIBILITY AREAS</b> <i>(Please list in order of importance)</i>			

<b>Key Position Accountabilities</b> What are the main areas for which the position is accountable	<b>% of Total Role</b>	<b>Inputs:</b> What are the key activities or tasks to be carried out?	<b>Outputs:</b> What are the expected end results?	<b>Measures:</b> How it is measured
<b>Direct Response Fundraising</b>	30	Design and implement strategies for digital fundraising (in collaboration with the Digital Marketing Manager); direct mail; in memoriam, special occasion and tribute giving; and direct response advertising	Enrol donors for one-off and recurring gifts	Year-on-year increase in funds raised and number of donors
<b>Community Fundraising</b>	20	Promote fundraising opportunities to community groups of volunteers and provide levels of support to ensure success and brand alignment	Multiple community groups supporting the Institute	Year-on-year increase in funds raised and community groups
<b>Bespoke Fundraising Program</b>	20	Create fundraising programs that are unique to Telethon Kids Institute and engage donors meaningfully over the long-term	Create all facets of a program, then launch, sustain and grow	Year-on-year increase in funds raised and number of donors
<b>Corporate and Civic Group Fundraising</b>	20	Work with corporates to establish employee-driven fundraising activities and employee giving programs, and with civic groups to create member-driven fundraising programs	Recruit corporates / groups to implement successful fundraising programs	Year-on-year increase in funds raised and number of corporates / civic groups
<b>Cause-related Marketing (CRM)</b>	10	Seek opportunities to engage retailers, suppliers and brokers to co-brand with the Institute in return for a percentage of proceeds and funding from promotions assigned to Telethon Kids	Recruit CRM sponsor	Year-on-year increase in funds raised and CRM opportunities

## ESSENTIAL SKILLS, KNOWLEDGE AND EXPERIENCE:

**Qualifications:** what are the minimum educational, technical or professional qualifications required to competently perform role

**University degree and more than five years' relevant experience**

**Skills, Knowledge & Experience:**

- A strategic, creative and practical thinker and planner
- The ability to design and tactically implement publicly-facing programs with modest resources
- Substantial experience in running high volume community fundraising programs (or their equivalent) and driving results
- Superior people skills – consultative, collaborative and collegial – with the ability to develop strong internal and external relationships that create confidence
- Highly developed digital literacy in creating targeted and appropriate fundraising or marketing campaigns
- Outstanding written and verbal communication skills
- Skill in negotiating, persuading and influencing stakeholder groups
- Demonstrated ability to lead, manage and work effectively in a complex and changing environment
- A solid background of program management by metrics
- Ability to work responsibly and appropriately with highly confidential information

## DESIRABLE SKILLS, KNOWLEDGE AND EXPERIENCE:

**Qualifications:** what are the minimum educational, technical or professional qualifications required to competently perform role

**Skills, Knowledge & Experience:**

- An understanding of people's motivations for giving
- Passion for health and medical research benefitting children
- Experience in the not for profit sector

## SCOPE:

**Financial accountability:** Does this role have accountability for a budget?

Yes

**People responsibility:** Does this role have any direct reports or indirect reports (through direct reports)?

No. of direct reports

None initially

No. of indirect reports

Assistance and support will be provided by team members

**ORGANISATIONAL CHART:** (please complete using position titles or insert diagram below)

Next level of supervision

Director,  
Communications &  
Development

Immediate level of supervision

Head of  
Development

Other roles reporting to immediate supervisor

	Development Manager	Development Manager (high volume program)			
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Direct reports (role x no.)

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**ADDITIONAL INFORMATION:** is there any additional information that needs to be understood to explain this role?

The Telethon Kids Institute relies on philanthropy to achieve 35 percent of its annual revenue for its many research programs. It therefore seeks to build and maintain a lean, high performing Development Team, one that conducts a wide assortment of fundraising programs governed by an ethos of kindness, respect and generosity toward donors.

The Development Manager (for high volume community fundraising programs) is a seasoned, highly skilled and self-motivated professional who thrives on having substantial responsibilities and achieving results. The Development Manager will have a demonstrated appreciation and knowledge of fundraising best practice, or of a similar field where success depends upon connecting with and motivating consumers (or various stakeholder groups) to engage with their hearts, minds, and wallets.

The Development Manager is responsible for building and progressing a multifaceted high volume community fundraising program, that is, one where a high volume of donors will be given many meaningful ways to make gifts to the Institute. Ultimately, the Development Manager will build a 5,000 member donor community that contributes \$2 million per annum.

In creating this program, the Development Manager will work with the Marketing, Communications and Development teams to help prospective donors become convinced of the importance of supporting the Institute, making them feel connected to the cause and personally motivated to make a gift. The Development Manager will establish processes whereby gifts are requested politely and compellingly, are easy to make, and whereby all donors feel appreciated for their gifts.

The Development Manager will build programs that are effective, sustainable and efficient. The Development Manager will assess these outcomes annually according to the following metrics: number of new donors, number and percentage of new donors renewing, total dollars raised, average gift size, response to various solicitation methodologies, total expenses, return on investment, and cost to raise a dollar.

The Institute's current high volume community fundraising program provides about \$150,000 per annum from 1,000 donors. After three years in post, the Development Manager's goal is to be raising circa \$1 million per annum from 3,000-4,000 donors, with plans to build upon this in the following three years.

In building the high volume community program, the Development Manager will initially have the dedicated support of colleagues in the Communications and Development Department, each of whom is committed to the success of the Institute's fundraising program. The Development Manager will also be given a basic operating budget.