



Position Description

Head of Development, BackTrack Youth Works

Reports to: Bernie Shakeshaft, Chief Executive Officer
Location: Sydney or Melbourne
Website: www.backtrack.org.au

Business Overview

BackTrack Youth Works exists to help as many young people having a hard time as possible. They exist to fill a gap in the system and have demonstrated their ability to not only keep kids alive and out of gaol but chase their hopes and dreams. Founded in Armidale in 2006, the organisation works mostly with kids aged between 12 and 19 years of age, who usually have multiple and complex life challenges. Before BackTrack steps in, they are already falling through the cracks of society. Often, these young people are on a path to getting caught up in the juvenile justice system trap. 78% of the kids who have been in gaol will go back to gaol. BackTrack is often their last resort for living and thriving in a happy, successful life.

This is a unique opportunity to join a fast-paced, growing organisation at a critical time. Under the leadership of BackTrack's Founder, Bernie Shakeshaft (Australia's Local Hero of the Year 2020), and with the support of a dedicated, capable team and impressive Board, the organisation has experienced significant growth and success. BackTrack boasts the development and delivery of several impactful programs, the creation of an employment-based social enterprise, a community mentoring program and a strategic plan that will see growth in terms of geography, scale and impact. This is a new role that will ensure the organisation's approach to generating income is strategic, creative and sustainable.

Mission: Keeping kids alive, out of gaol, and chasing their homes and dreams.

Job Summary

The Head of Development is ultimately responsible for the creation and implementation of a fundraising strategy that aligns with BackTrack's overarching strategy to ensure sustainability and growth. The Head of Development will work closely with the Founder/CEO to ensure relationships with donors and supporters (including high-net-worth individuals, corporates, foundations, and government funders) are carefully and strategically managed.





Strategic

- Develop and deliver BackTrack's Fundraising Strategy in alignment with the organisation's existing overarching strategy.
- Ensure clarity and consistency in the development and use of BackTrack's messaging and story-telling.
- Develop an appropriate revenue mix across fundraising and social enterprise to ensure short, medium, and long-term income.
- Developing existing and new fundraising products, initiatives and events.
- Acquisition and retention of individual donors.
- Identification and acquisition of grants and major donations from philanthropic bodies, government departments, individual donors and the corporate sector.
- Donor relations and management.

Individual Donors

- Deliver targets for growth in the total income from individual donors.
- Undertake Direct Marketing campaigns, including mail and online appeals.
- Work with the (future) Head of Communications to develop a strategic approach to the supporter experience through donor communications.
- Ensure donor retention and promote upgrading through high standards of servicing for new and existing individual donors.

Corporate Giving Programs

- Research, identify, cultivate and secure new Business Supporters to grow this revenue stream.
- Develop and implement strategies for strengthening relationships with existing Business Supporters.

Major Donors/High Level Gifts

- Research, identify and cultivate relationships with prospective new individual major donors to secure high level donations and meet targets for growth from this revenue stream.
- Work with the (future) Head of Communications and to develop and implement strategies for strengthening relationships with existing individual major donors.
- Work with the (future) Head of Communications and to undertake Major Donor recruitment events.





Philanthropic Grants

- Research identify and secure grants from philanthropic bodies (and Government departments) to support specific BackTrack campaigns, projects and organisational needs.

Fundraising Materials, Communications and Events

- Identify collateral needs (e.g. publications, video, online communications, mailing materials) to support BackTrack fundraising activities.
- Provide input to the Executive Team in the development of BackTrack fundraising materials.
- Provide input to the Executive Team in the development and delivery of BackTrack fundraising events

Monitoring and Reporting

- Provide regular progress updates against the delivery of specific fundraising activities and income targets and against the overall Fundraising Strategy to the BackTrack Board.
- Monitor, evaluate and report on the effectiveness of individual fundraising initiatives and campaigns.
- Maintain and develop donor and customer relations management systems to support fundraising activities, including supporter database segmentation and management.

General

- Ensure safe work practices and a safe work environment is maintained at all times in accordance with BackTrack policies.
- Commitment to ongoing organisational improvement for the pursuit of excellence.
- Being helpful, respectful, approachable, and team oriented, building strong working relationships and a positive work environment.
- Adhere to the BackTrack Code of Conduct.
- Compliance with the BackTrack Child and Youth Risk Management Strategy to ensure the safety and wellbeing of children and young persons who use our services.



Qualifications and experience

- Minimum 3 years' experience developing and implementing effective fundraising programs, products and initiatives.
- Demonstrated success in building individual donation revenue and programs.
- Demonstrated success in securing grants or major donations from philanthropic bodies, government, major donors and the corporate sector.
- Ability to work effectively in a team, with a friendly, positive, can-do attitude.
- Highly motivated self-starter with an ability to prioritise tasks, forward plan, meet deadlines and deliver results.
- Excellent interpersonal, written and verbal communication skills.
- Current Working With Children's Check.

Desirable

- Experience in the not for profit sector.
- Experience with donor/customer relations management databases and systems.

Key attributes

- Consistent with BackTrack's values and behaviours.
- Excellent initiative and self-motivation.
- Results oriented and focused.
- Analytical and problem solving ability.
- Communication (verbal and written) skills.
- Capacity to build and sustain respectful professional relationships.
- Personal leadership.
- Behave in a way that contributes to a workplace that endorses diversity and is intolerant of discrimination, harassment and bullying behaviour.