



## Position Description

### Head of Philanthropy, BackTrack Youth Works

Reports to: Bernie Shakeshaft, Chief Executive Officer  
Location: Sydney or Melbourne  
Website: [www.backtrack.org.au](http://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 jail 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 jail will go back to jail. 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 jail, and chasing their homes and dreams.

### Job Summary

The Head of Philanthropy is ultimately responsible for the creation and implementation of an income generation strategy that aligns with BackTrack's overarching strategy to ensure sustainability and growth. The Head of Philanthropy will work closely with the Founder/CEO to ensure relationships with donors and supporters (including high-net-worth individuals and foundations) 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 storytelling.
- Develop an appropriate revenue mix across fundraising and social enterprise to ensure short, medium, and long-term income.
- Develop existing and new fundraising products, initiatives and events.

### Major Donors

- Research, identify and cultivate relationships with new individual major donors to secure high level donations and meet targets for growth from this revenue stream, working in partnership with the CEO.
- Develop and implement strategies for donor relations and management, strengthening relationships with existing individual major donors.

### Trusts, Foundations and Government

- Research, identify, and generate the materials required to secure grants from philanthropic bodies 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.
- Work collaboratively with the Executive Team in the development of BackTrack fundraising materials.
- Work collaboratively with 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.

