



Position Description

Head of Fundraising, Children's Ground

Reports to: Jane Vadiveloo, Chief Executive Officer
Location: Melbourne
Direct reports: 2
Website: <https://childrensground.org.au>

Business Overview

Children's Ground is an organisation led by First Nations communities. They are creating a new future for children filled with promise, hope and empowerment. By recognising the expertise of First Nations knowledge systems that have evolved for over 65,000 years, the organisation integrates cultural knowledge with international leading practice to enable excellence in learning, wellbeing and development for everyone.

Officially established in 2011, the Children's Ground approach is implemented in collaboration with communities experiencing extreme disadvantage to bring out community, systemic and societal change over the course of a generation; this means children, families, and communities enjoy social, cultural, political and economic wellbeing. Realising this approach requires an investment strategy for scaling and sustainability to achieve the conditions for systems change.

First Nations Governance systems are complex and land-based. They are underpinned by people's connections to culture, country and each other. First Nations Governance is central to how the organisation operates and is key to community control and agency. Children's Ground's First Nations-majority Board comprises highly skilled professionals with extensive experience in organisational strategy, financial management and law, cultural and educational systems.

To leverage the work done to date, achieve maximum impact and accelerate progress towards its strategic vision, the organisation is looking to appoint a Head of Fundraising to take the organisation to the next level.



Job Summary

The Head of Fundraising is ultimately responsible for the creation and implementation of an income generation strategy that aligns with the overarching approach of Children's Ground to ensure sustainability and growth. The Head of Fundraising will be responsible for investment growth while working closely with the CEO to ensure relationships with donors and supporters are carefully and strategically managed.

This position requires the following skills and experience:

Strategic

- Develop and deliver the Children's Ground Partnerships, Investment and Communications Strategies in alignment with the organisation's existing overarching growth strategy.
- Ensure clarity and consistency in the development and use of messaging and storytelling in order to provide a cohesive CG narrative to investors and other audiences.
- Develop an appropriate revenue mix across philanthropic and other fundraising income streams to ensure short, medium and long-term income.
- Use data and insights to develop existing and new fundraising products and initiatives.

Leadership

- Lead and inspire a team to ensure high performance and best use of self.
- Ensure all staff have and understand their job descriptions and have achievable and realistic development plans in place.
- Provide visionary leadership towards impact and clear direction.
- Lead by example.

Major Donors

- Research, identify, and cultivate relationships with new individual major donors and generate the materials required 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.
- Ensure the further development and deepening of existing fundraising relationships, in partnership with the CEO.



Trusts and Foundations

- Research, identify, and generate the materials required to secure/maintain significant grants from philanthropic bodies to support specific Children's Ground campaigns, projects and organisational needs.
- Leverage your knowledge of the Australian philanthropic community and relationships to enable the creation of new long-term relationships for Children's Ground.
- Ensure the further development and deepening of existing fundraising relationships, in partnership with the CEO.

Fundraising – General

- Provide strategic direction and operational oversight in the areas of Government and philanthropic funding, including corporate partnerships, bequests, and individual giving.
- Identification of aligned corporate partners and to secure medium to long-term funding agreements, to ensure growth in this area.
- Strategic development and implementation of a bequest program to engage potential participants to support medium and long-term funding requirements.
- Audit of existing revenue streams, understand the data and build on Children's Grounds individual giving program to ensure potential is maximised for income growth.
- Work collaboratively with the team, in particular the Directors – Partnerships, Investment & Communications, in the development of Children's Ground general fundraising strategy and materials.
- Work collaboratively with the CEO and team in the development and delivery of Children's Ground fundraising events.

Monitoring and Reporting

- Preparation of regular progress updates against the delivery of specific fundraising activities and income targets, and against the overall Partnerships, Investment and Communications Strategies to the Children's Ground CEO and Board.
- Monitoring, evaluation, and reporting on the effectiveness of individual fundraising initiatives and campaigns.
- Oversee the maintenance and development of 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 are maintained at all times in accordance with Children's Ground policies.
- Oversee all fundraising policies and procedures with an ongoing commitment to organisational improvement for the pursuit of excellence.
- Being helpful, respectful, approachable and team oriented; building strong working relationships and a positive work environment.
- Ensure that the database is structured to meet the organisation's needs and to ensure data privacy/security.
- Ensure external fundraising and marketing activities comply with legislation.
- Adhere to the Children's Ground Code of Conduct.
- Compliance with the Children's Ground Child and Youth Risk Management Strategy to ensure the safety and wellbeing of children and young people.

Qualifications and experience

- Minimum 5 years' experience in senior fundraising roles, developing and implementing effective fundraising programs, products and initiatives.
- Demonstrated success in building individual donation revenue and programs.
- Demonstrated success in securing major donations or grants from philanthropic bodies, government, major donors and/or the corporate sector.
- Experience working with First Nations organisations is highly valued or an understanding of the effects of colonisation, disempowerment and intergenerational trauma.
- 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 and Police Check.
- Experience in the not-for-profit sector.
- Experience with donor/customer relations management databases and systems.



Key attributes

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