

Director of Philanthropy, Partnerships & Fundraising

| Position Description | |
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| Reports To: | Chief Operating Officer (COO) |
| Direct Reports: | Head of Philanthropy & Partnerships Head of Fundraising & Supporter Engagement |
| Location: | Black Dog Institute, Hospital Road, Randwick |
| Job Band | F |
| Date | September 2024 |

Business Context

Founded in 2002, The Black Dog Institute is internationally recognised as a pioneer in the identification, prevention, early intervention and treatment of mental illnesses such as depression and bipolar disorder. The Institute is a leader in suicide prevention and eMental Health, the use of technology in delivering mental health treatments, tools and interventions.

Our mission is to enable mentally healthier lives through innovations in science, medicine, education, public policy and knowledge translation. Our work is unique in that it combines high quality translational research, clinical expertise and education programs. Research discoveries are translated into evidence-based clinical practices and education programs, focussing on wellbeing and prevention, early intervention, treatment and recovery.

Expansion of educational and innovative treatment and research programs is becoming increasingly dependent upon the highly competitive fields of private and corporate philanthropy and public fundraising activities. The Philanthropy, Partnerships and Fundraising team is focused on growing and supporting these sources of funding to ensure financial sustainability of programs and broader BDI operations.

Science. Compassion. Action

As a global leader in mental health research and the only Medical Research Institute (MRI) in Australia to Investigate mental health across the lifespan, our aim is to create a mentally healthier world for everyone.

Areas of strength include suicide prevention, digital mental health, workplace mental health, new treatments, and prevention in young people. Our unique translational approach allows us to quickly turn our world-class scientific findings into clinical services, educational programs and e-health products that improve the lives of people with mental illness.

We join the dots, connecting research answers, expert knowledge and the voices of lived experience to deliver solutions that work across the health care system for patients and practitioners alike.

Our partnerships with people with lived experience, federal, state and local governments, communities, schools, corporate Australia and others in the mental health sector enables us to drive evidence-informed change where it's needed most.

Our Culture

We strive to practice what we preach and create a culture that supports the mental health and wellbeing of our staff. To safeguard the mental health and wellbeing of our team we use our [Mental Health and Wellbeing Framework](#). It is built on the work of our leading Workplace Mental Health Research team and implements the *5 ways to wellbeing*.

By considering both the evidence and direct feedback from our staff, we develop initiatives to promote wellbeing, personal resilience, stigma reduction, and help seeking so we can actively support employees who become unwell.

We also have our **Ways of Working framework** which was created by our people and is the cultural cornerstone that influences everything we do. It defines how we agree to work together to achieve our mission, vision, and strategy. It also informs our employee initiatives that provide ongoing support to employees and opportunities for professional development.

We invest in maintaining a positive workplace culture and offer a varied wellbeing program tailored to our staff's needs. This program includes learning and development seminars, health and fitness activities and social events. Work-life balance is also embedded in our culture as we offer flexible working arrangements. When you work at Black Dog Institute, you are joining a team of people who share a vision of a mentally healthier world.



Job Purpose

The Director of Philanthropy, Partnerships & Fundraising is responsible for articulating a strategic vision for driving growth and diversification of revenue across the full fundraising pyramid. The Director of Philanthropy, Partnerships & Fundraising will build upon current philanthropic and fundraising programs across individual, trust and foundation, and corporate portfolios, growing philanthropic support, major gifts, bequests and corporate partnerships, whilst protecting and renewing community fundraising activities and annual, single and regular giving programs. The role is accountable for the achievement of agreed annual and longer-term financial outcomes and targets.

The Director of Philanthropy, Partnerships & Fundraising will play a key role on the Institutes Senior Leadership team in shaping and delivering the Institutes strategy and revenue growth and diversification plans and in shaping and executing upon BDI's strategic objectives and priorities.

Key capabilities of this role include strategic revenue generation and revenue growth, best practice relationship management, and donor stewardship, high-performance team leadership. Together with the COO, Executive team and in partnership with the Institute's Foundation Board, the Director of Philanthropy, Partnerships & Fundraising will be responsible

for cultivating a partnership-oriented culture across internal teams whilst nurturing the Institute's current and emerging external stakeholders.

The Director of Philanthropy, Partnerships & Fundraising will strategically lead, build and leverage a high-performing, committed professional team in developing and stewarding the Institute's partnerships with major donors, corporate Australia and beyond, and the community, and will work closely with our Chief Operating Officer, and Chief Scientist, and the Black Dog Institute Foundation Board, to realise the strategic, relational and financial goals of the Black Dog Institute.

Key Duties and Tasks

Strategy & Leadership

- Contribute to the development of Black Dog Institute's strategic goals and objectives, as well as the overall management of the organisation.
- As an active member of the senior leadership team, contribute expertise in the development and implementation of procedures for effective governance of the Institute in consultation with participating stakeholders.
- Lead the development of a culture of high performance, and continuous improvement, that values learning and a commitment to quality across the organisation.
- Support the performance management process to ensure effective measurement and evaluation of progress against organisational goals.
- Keep abreast of the Institute's current priorities, achievements and programs, and communicate them to external stakeholders to grow their financial support.
- Work closely with all directors of business units and the Chief Scientist and the Foundation Board to identify funding priorities and linking these with business partnership opportunities and income generation.
- Provide employees with a strong day-to-day leadership presence, underpinned by the Institute's values, mission and vision.

Revenue Growth and Diversification

- Develop and execute upon plans which result in growth and diversification of BDI's multi-streamed, fundraising portfolio to meet BDI's annual and longer-term financial targets and KPIs.
- Provide strategic support to the Campaign Director to support the success of BDI's Comprehensive Philanthropic Campaign.
- Bring significant experience and strategic leadership necessary to scale BDI's impact, reach, networks and revenues to achieve BDI's philanthropic goals to significantly increase this revenue stream.
- Leverage the networks of the BDI Board, Foundation sub-committee and existing supporters to attract new financial partners to the Institute.
- Work closely with Marketing and Communications team members to develop and deliver effective multi-channel public campaigns, appeals, acquisition programs, community fundraising events and marketing activities to grow donations across the donor spectrum.
- Stay abreast of new and emerging trends within the fundraising sector and implement changes to activities as needed.
- Develop a strategic initiative to grow untied and tied revenue streams by diversifying fundraising activities to ensure BDI's long term financial sustainability.
- Assess and advise investment alternatives for development, and implementation of effective, high volume donor acquisition programs to grow BDI's donor database.
- Initiate and develop ongoing relationships with corporates, foundations, high value community fundraisers and high net worth individuals to foster continued growth in their financial support and in partnering with the Institute.
- Promote an organisation-wide fundraising culture and foster active cooperation between the Philanthropy, Partnerships and Fundraising Team with other teams across the Institute.
- Develop a case and framework for the inaugural BDI Foundation.

- Initiate and implement best-practice policies and procedures across the Fundraising and Development team's activities, including adherence to privacy legislation for collection and storage of data.

Reporting and Budgeting

- Regular reporting for inclusion in BDI Foundation and BDI Board papers.
- Regular reporting into the Executive Leadership Team.
- Participate, report and actively and productively engage with BDI Foundation Chair and BDI Foundation and BDI Board members.
- Motivate and lead the team toward significant stretch targets.
- Develop and manage a budget for each fundraising activity. Prepare accurate forecasting and manage overall fundraising budget.
- Undertake annual reporting obligations to comply with state fundraising legislation.
- Ensure that key risks are actively managed, and that BDI's risk management policies and procedures are adhered to, and that control treatments and reporting occur in a timely way according to the BDI Risk Management Strategy.

Note: the list of responsibilities is not exhaustive, and the Institute may change or request additional activities to meet the operational needs of the business.

Selection Criteria

Essential Criteria

1. Minimum ten (10) years' experience in revenue generation roles, preferably in both corporate and non-profit fundraising setting;
2. Significant experience in leadership positions with a proven track record in achieving stretch revenue targets and growing and diversifying income in a challenging landscape (preferably from large-size level with budget target of \$50mil+);
3. Experience in operating as an Executive leadership team member and leading teams collaboratively to achieve business objectives.
4. A practical understanding of the charitable sector and a deep connection to fundraising;
5. Experience in developing long term financial partnerships at a senior level with high-net-worth individuals, corporates and philanthropists;
6. Strong analytical skills to track performance and ability to translate data into actionable strategies;
7. Strong commercial sales mindset and proven commercial acumen;
8. Budget development, reporting and management experience;
9. Knowledge and understanding of state fundraising legislation and reporting requirements;
10. Demonstrated outstanding leadership, including, driving creativity, innovation, progressive organisational change and fostering a results-driven culture;
11. Demonstrated strategic thinker with a high EQ and strong people-focused approach;
12. Proven track record in results-driven performance and with strong ability to build organisation and employee capacity;
13. Excellent judgment and creative problem-solving skills including negotiation and conflict resolution skills;
14. Inspirational leader with highly developed mentoring skills, including coaching experience to a team with diverse expertise;
15. Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively engage a diverse range of stakeholders including internal and external parties (industry leaders, philanthropic entities etc);
16. Passion for Black Dog Institute's mission.

Desirable Criteria

- Well-developed problem solving and delivering superior customer experience throughout the customer journey.
- Experience establishing and/or growing a Foundation and measuring the relevant social impact of investments;
- Exposure working on Commercialisation projects.
- Previous experience working in the health sector.