

## Relationship Fundraising Manager

<b>Department</b>	Australian Program Team (APT)	<b>Location</b>	Sydney (Surry Hills office)
<b>Reports To</b>	Head of Fundraising		
<b>Direct Reports</b>	None		
<b>Type</b>	Full-time	<b>Last Updated</b>	December 2020

### Position Purpose

The Relationship Fundraising Manager position is integral to Tearfund Australia's wider community engagement strategic plan, which aims to grow a movement of Christians in Australia working to see lives transformed for people living in extreme poverty. Cultivating relationships with prospective and existing major donors and trusts and foundations, this position is aimed at contributing to the financial sustainability of Tearfund, by securing high value philanthropic giving that supports the poverty-alleviation work of Tearfund's partners. The Relationship Fundraising Manager will:

- Identify, secure and nurture individual donors and corporate partnerships to increase income
- Build and manage a portfolio of prospective, current and former donors to invite to support Tearfund through high value giving
- Contribute to high quality and compelling funding proposals to invite donors to support
- Identify sophisticated investors and institutional partners to invest in Tearfund's social impact investment programs leading to create positive social impact in communities experiencing poverty
- Represent Tearfund in several states and territories at events
- Work closely with Tearfund's Australian Program Team, ensuring coordinated activity to identify and maximise opportunities for strategic growth

### Position Accountabilities

Accountability	Outcome	
<b>Tearfund Mission and Values</b> This position supports Tearfund's Australian Program strategy to inspire and empower Christians in Australia to respond to poverty and injustice. This role particularly furthers Tearfund's values of relationships, learning from others and participation.	Strong partnerships with individual, institutional and social impact investors who act towards biblical justice. These relationships are increased and deepened, and build towards additional financial support in line with Tearfund's Christian values and ethos.	Essential
<b>Strategy planning and delivery</b>		
1. Working with the Head of Fundraising and other Fundraising Team members, develop and implement a business plan to acquire and retain high value donors  2. Contribute to national major donor strategy  3. Income and donor development metrics are set and shape donor engagement activities	- In line with agreed annual work plan goals, an increasing number of individuals, institutions and social impact investors choose to financially support Tearfund through high value giving  - Collaboration with Fundraising Team members is ongoing and effective, helping shape local and national strategies and activities  - Moves management tools, reports and dashboards are developed to measure donor engagement effectiveness	20%

Relationship Management		
<ol style="list-style-type: none"> <li>1. Develop and manage a portfolio of current, former and prospective donors</li> <li>2. Nurture donors through bespoke engagements relevant to their moves management stage</li> <li>3. Help organise, support and attend Tearfund events</li> <li>4. Work closely with the Head of Fundraising to develop and maintain high quality communication channels with donor networks that inspire action</li> <li>5. Identify prospective donors, cultivate relationships, secure financial support</li> <li>6. Develop a support network that assists to introduce prospective donors for further cultivation</li> </ol>	<ul style="list-style-type: none"> <li>- Portfolio of donors developed, appropriately balanced to achieve income targets</li> <li>- Annual engagement plans developed and implemented including face to face, phone, email and written communications</li> <li>- Local events initiated to nurture existing donors and to stimulate interest from prospective donors in Tearfund's work</li> <li>- Tearfund's visibility and reputation in Christian networks is enhanced</li> <li>- Income grows, donor retention improves, donor acquisition increases</li> <li>- Target audiences are identified and prioritised for events, presentations, and conversations to create a pipeline of prospective donors</li> <li>- Major donor advisory committee (or similar) developed to provide further audience reach</li> </ul>	60%
Social Impact Investing Development		
<ol style="list-style-type: none"> <li>1. Collaborate with Tearfund's Social Enterprise and Impact Investment Officer to identify and develop opportunities to secure financial support (tax-deductible donations and other funding instruments) for Tearfund's Social Impact Investment program</li> </ol>	<ul style="list-style-type: none"> <li>- Sophisticated donors and social impact investment networks are engaged with to generate interest in Tearfund's social impact work leading to new funding for programs</li> </ul>	10%
Proposals & Reporting		
<p>Work closely with colleagues to develop –</p> <ol style="list-style-type: none"> <li>1. funding proposals tailored for specific audiences or donors</li> <li>2. timely and relevant reporting to provide impact visibility and efficacy of giving for donors</li> </ol>	<ul style="list-style-type: none"> <li>- 'Off the shelf' and bespoke funding proposals are developed and offered to secure support</li> <li>- Tracking tool developed to ensure reporting to donors is delivered as agreed</li> </ul>	10%
Organisational Citizenship		
<ol style="list-style-type: none"> <li>1. Work collaboratively with team members, role model Tearfund's Christian values and be a positive example for both supporters and Tearfund staff.</li> <li>2. Participate in the spiritual life of Tearfund</li> </ol>	<ul style="list-style-type: none"> <li>- Tearfund's Christian values are lived out. Stakeholders experience excellence in engagement. Support from People and Culture. The Relationship Fundraising Manager models a 'One Tearfund' approach to work</li> <li>- Lead devotions as part of a roster. Participation in annual Staff Gathering. Provide prayer support to Tearfund's people as appropriate</li> </ul>	All the time

## Position Requirements

<b>Must Have</b>	<ul style="list-style-type: none"> <li>○ Active Christian faith and strong commitment to Tearfund's Christian mission, values and ethos</li> <li>○ Ability to encourage others in their faith and justice journeys, and to influence supporters to provide financial support to Tearfund as a meaningful and impactful way to respond to global poverty and injustice</li> <li>○ Strong networking and relationship management skills and experience</li> <li>○ Experience securing support from high value clients in a commercial environment, or high value giving in the NFP space</li> <li>○ Demonstrated experience meeting financial KPIs and delivering significant financial results</li> <li>○ Experience delivering financial asks for non-for-profit organisations – ability to successfully 'make the ask'</li> <li>○ Excellent written and oral communication skills including being a great story teller and public speaker</li> <li>○ Ability to work autonomously to deliver a team strategy (this position is supervised remotely and contributes to achieving a national strategy)</li> </ul>
<b>Highly Regarded</b>	<ul style="list-style-type: none"> <li>○ Experience engaging the Australian Christian community in Tearfund-like work</li> <li>○ Existing donor connections across the NSW/ACT/QLD Christian community, social impact investors, and trusts and foundations</li> <li>○ Familiarity with social impact investing funding models</li> <li>○ Competent database use</li> </ul>

## Working Environment

Tearfund's Code of Conduct and policies set expectations for all of our staff. Everyone at Tearfund is responsible for workplace safety both in terms of their own behaviour and taking action to resolve safety issues they become aware of.

The Relationship Fundraising Manager will at all times carry out their responsibilities with due regard to Tearfund's commitment to safeguarding children and vulnerable adults in accordance with Tearfund's Safeguarding Policies and Guidelines.

Tearfund values diversity and each staff member is expected to demonstrate a commitment to gender equality.

## Key Position Relationships

<b>Internal</b>	<b>External</b>
<ul style="list-style-type: none"> <li>○ Head of Fundraising</li> <li>○ VIC-based Relationship Fundraising Manager</li> <li>○ Australian Program Director</li> <li>○ Chief Executive Officer</li> <li>○ Campaigns &amp; Appeals Coordinator</li> <li>○ Head of Communications</li> <li>○ Communications Content Lead</li> <li>○ Sydney-based staff</li> <li>○ Social Enterprise and Impact Investment Officer</li> <li>○ International Programs Team</li> </ul>	<ul style="list-style-type: none"> <li>○ Current donors</li> <li>○ Former donors</li> <li>○ Prospective donors</li> <li>○ Trusts &amp; foundations</li> <li>○ Social impact investors</li> <li>○ Philanthropic networks</li> </ul>

The Relationship Fundraising Manager will work closely with other members of the Australian Program Team located across Australia. This role is based in Tearfund's Sydney office (Surry Hills), working alongside two other staff members. The role, although based locally, is working towards securing philanthropic support from the ACT, QLD, and NT, and as such will require building and managing relationships interstate.

The Relationship Fundraising Manager will undertake semi-regular domestic/regional travel to provide support to the Fundraising Team's work and strategy.

## Tearfund Mission

Tearfund Australia is a Christian development, relief and advocacy organisation responding to global poverty and injustice.

Our vision is for a just and compassionate world in which all people have the opportunity to achieve their God-given potential. We will

- *Inform, challenge and empower Christians in Australia to make biblically-shaped responses to poverty and injustice*
- *Support community-based Christian groups, churches and mission organisations around the world as they work holistically with poor communities in development, relief and advocacy*
- *Adhere to biblical teaching, and evaluate our work and attitudes in its light*
- *Maintain a low-cost administration regime in order to maximise the funds allocated to project partners*

## Tearfund Values

As a faith-based Christian organisation, Tearfund Australia seeks to adhere to biblical teaching and evaluate work and attitudes in its light. Consequently Tearfund Australia aspires to the following values:

A commitment to the poor	A commitment to participation
A commitment to the whole person	A commitment to excellence
A commitment to justice	A commitment to learn from others
A commitment to prayer	A commitment to collaboration
A commitment to relationships	A commitment to accountability