

ROLE DESCRIPTION

Role: Head of Advancement (Parental Leave Cover)

Similar roles: Head of Development, Chief Development Officer, Head of Marketing

Line Manager: CEO – Leila Smith

Team: Development

Number of reports: 3

Employment status options: Minimum 9 month contract with possibility to extend

Location options: Gadigal Country (Sydney Office) - Hybrid

Indigenous Identified: Flexible, Aboriginal and Torres Strait Islander peoples are strongly encouraged to apply

What is my main purpose in this role?

- A key and active member of the Executive team, you will be responsible for all facets of Advancement activity, including the development and execution of a broad range of fundraising, marketing and communications initiatives to increase philanthropic revenue to the organisation.
- The role encompasses maintaining a strong operational framework to support the fundraising strategy, building and engaging with a community of supporters, donor recognition and hands-on, day-to-day fundraising and marketing activities.

What does success look like in this role?

- Effectiveness of fundraising strategy with diversification of income streams
- Establishment of relationships with members of the AEF Board and relevant subcommittees
- Achievement of fundraising targets
- Lead high performing development team
- Effectiveness and efficiency of development/fundraising systems and processes
- Stakeholder feedback
- Effective ethical funders/partners policy and procedures

What are my key responsibilities?

- **Development Strategy**
 - Working closely with the CEO, grow and implement strategies for a range of fundraising and engagement initiatives in alignment with AEF's strategic priorities.
 - In conjunction with the CEO, design and implement strategic fundraising plans to increase and diversify AEF's revenue streams.
 - Participate in the Fundraising Sub-Committee of the Board.

- **Stakeholder Engagement**

- Provide support in assisting the CEO, Board members and Trustees with the identification of key prospects, leaders and supporters to participate in fundraising,
- Developing fundraising strategies to engage CEO, Board members and Trustees in the cultivation of top-level prospects.
- Build effective relationships with key internal and external stakeholders, donors, partners and prospects.
- Assist with stakeholder communications, write or coordinate stakeholder briefs for the CEO, attend events and conferences and undertake other engagement activities.
- Manage cultivation and recognition events in conjunction with relevant internal and external stakeholders.

- **Fundraising**

- Research, identify and cultivate potential donors either personally or utilising appropriate staff and members of the AEF and wider community.
- Develop plans to cultivate and solicit these prospects to make a major gift to the AEF.
- Establish and implement effective stewardship processes to retain engagement with current donors with a view to building on their investment in AEF's programs in the future.
- Prepare a range of fundraising documents such as presentations and proposals (including sponsorship, gifts, grant applications, volunteering, workplace giving, etc.) and written submissions to pitch for new funding.
- Work with relevant internal and external stakeholders to develop and execute funding contracts.
- Maintain effective systems and processes, including the CRM, to support robust development and engagement activities.
- Keep up to date with trends and market changes in advancement and philanthropic giving so that fundraising strategies and programs are kept innovative and effective.

- **Reporting**

- Oversee the development and submission of funding reports in accordance with contractual obligations.
- Work collaboratively with program managers and the finance team to coordinate the content of funding reports, ready for on-time submission.
- Coordinate the production of the AEF FY24 annual report.
- Monitor, evaluate and report on the effectiveness of fundraising initiatives and development activities.

- Provide board reports as required.
- **Communications**
 - Oversee AEF's communications function for all corporate communications activities to deliver high quality marketing collateral to promote AEF and its programs (including PR, brochures, website and social media presence).
 - Assist with the continuing development of AEF's branding.
- **Leadership and Management**
 - Participate collaboratively as a member of Aurora's Executive to contribute to the achievement of the wider objectives of the organisation.
 - In conjunction with the Executive, implement internal communication mechanisms to ensure visibility of Aurora activities for all staff.
 - Lead and manage 3 x direct reports
 - Provide leadership and direction to relevant program and corporate services staff, creating a supportive, positive and engaging work and team environment.
 - Provide visible leadership on workplace health and safety and risk management matters
 - Undertake other duties within the scope of this role, as directed.

Aurora values the contribution of each team member's unique skills and expertise toward achieving its objectives. The organisation is committed to supporting employees in identifying opportunities for growth and improvement, sharing their insights, and adding value wherever they can.

Aboriginal and Torres Strait Islander peoples are strongly encouraged to apply.

Aurora is an EEO employer that welcomes applications from people who have a disability, are LGBTIQ+, and people of culturally diverse backgrounds.

Other requirements of the job.

Cultural Safety

- Comply with cultural safety principles about overcoming the cultural power imbalances of places, people and policies to contribute to improvements in Aboriginal and Torres Strait Islander education. This includes:
 - Continuously growing and applying understandings of Aboriginal and Torres Strait Islander cultures.

- Actively reflecting critically on the potential for one's own unconscious bias.
- Continuously supporting reform (internally and externally) to ensure procedures, processes and program practices are culturally safe.

Child Safety / Working with Vulnerable People

- Maintain the National Child Safety, Code of Conduct and Procedure.
- Work with internal staff and external advisors to provide internal training and advice on child safety matters.
- Role model the required behaviours including:
- Providing a welcoming and safe environment for children and young people.
- Promoting the safety and well-being of children and young people associated with the program.
- Interacting with children and young people in ways that are positive and safe.
- If required, provide adequate care and supervision of children and young people associated with the program.
- Acting as a positive role model for children and young people.
- Report to an appropriate person any suspicions, concerns, allegations or disclosures of alleged abuse against children and young people.
- Manage reports of any suspicions, concerns, allegations or disclosures of alleged abuse against children and young people.

Organisational Participation

- Work with the Executive Group to understand and meet the strategic aims of the organisation.
- Work collaboratively with team members to contribute broadly to the achievement of Aurora objectives.
- Participate in organisational and team planning initiatives.
- Provide regular reporting as required.
- Promote and monitor issues of work, health and safety.
- Undertake other responsibilities and duties within the scope of this role, as directed.

What will make me successful in this role?

● Purpose and values

- To align with our vision that supports Aboriginal and Torres Strait Islander students to realise their full education and employment potential.
- To uphold our core values of respect, collaboration, accountability, and impact.

- To promote cultural, psychological, and child safety, and encourage an inclusive and supportive environment.
- To be a leader who prioritises purpose and people, and is dedicated to achieving excellence, promoting well-being, and fostering personal and professional growth.

- **Experience**

- A demonstrated experience in a senior Development, Marketing and/or Advancement role
- Proven success in planning, developing and executing fundraising programs
- Experience managing a small team of direct reports
- A demonstrated understanding of Indigenous histories, cultures, organisations and the issues facing Indigenous people in Australia meeting their aspirations for their communities and families.
- A tertiary degree in business, marketing or communications
- Experience leading work with CRMs and across a variety of marketing and communication platforms including but not limited to Mailchimp, Wordpress, Microsoft Dynamics (or equivalent) Facebook, Twitter and Instagram.

- **Skills**

- Strategic thinking
- Networking
- Coaching

Other Requirements

- Ability to undertake minor interstate travel
- Availability to attend occasional after-hours events

**All employees must have a working with children check (WWCC), police check, and references. Aurora will inform candidates/employees when checks are conducted. Aurora will cover these expenses.*

What are the benefits when working at Aurora?

- To be inspired by our purpose, leaders, and team members, with 93% of our team members recommending Aurora as an excellent place to work.

- To experience a culture of psychological and cultural safety, with 96% of team members viewing Aurora as an inclusive organization.
- To have a healthy work-life balance, with a hybrid work model, "No Meetings Fridays," an Employee Assistance Program, and access to Headspace. We also offer policies that support employees' personal and professional goals, such as study leave, cultural leave, and maternity leave.
- To have opportunities for personal and professional growth, with multiple training sessions, Yarns with Elders and mentors, and internal development programs.
- We offer a competitive salary that is benchmarked with the current market (You will also be entitled to super) + Non-for-Profit salary package (<https://eziway.net.au/>).

LET'S TALK!

If you want to have a confidential conversation about this role, please contact PC@aurorafoundation.com.au we will be delighted to speak with you.

To know more about Aurora Education Foundation please visit

<https://aurorafoundation.com.au/> or follow us    

Artwork created by our Aurora High School Program Students