

## **ROLE DESCRIPTION**

**Role:** Individual Giving Manager

**Similar roles:** Major Gifts Officer, Fundraising Manager, Development Manager

**Line Manager:** Head of Advancement

**Team:** Development

**Number of reports:** 1

**Employment status options:** Full-time

**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?**

- Individual Giving has been identified as a significant fundraising opportunity for Aurora Education Foundation.
- Your primary objective is to implement the Individual giving priorities identified within Aurora's five-year Development Plan, drive the acquisition of new individual donors, ensure existing donors are retained, and grow our stewardship and cultivation program through various channels, such as cash appeals, regular giving, high value, and mid value donor programs.
- This role has one direct report.

### **What does success look like in this role?**

- Growth of individual giving revenue
- Growth in new donor acquisition
- Design and implementation for a robust always-on cultivation and stewardship program for individual givers

### **What are my key responsibilities?**

- **Individual Giving**
  - Lead the design and implementation of an individual strategy to drive revenue growth, sustain the donor universe and feed the pipeline into philanthropy.
  - This includes regular giving, bequests, high-value individuals/major gifts, fundraising appeals/campaigns and supporter acquisition, cultivation, stewardship and engagement.
  - In conjunction with the Head of Advancement, oversee all aspects of supporter care and engagement including donation processing, thanking, calling and stewardship events and retention strategies of cash and regular donors.
  - Develop and lead the life-cycle journey of high-value giving

- Manage income and expenditure budgets and forecasts for all individual giving programs.
  - Management of one high performing staff member (Development Coordinator)
  - Direct project management and lead of multi-channel direct marketing for two appeals including messaging ideation through to implementation across email, social media, digital advertising and more.
  - Lead the design and development of donor-facing materials to support fundraising. These materials may include case studies, program story telling, case for support, participant profiles and more. This would include writing copy, editing, proofing and managing the design and production process
  - Deliver day to day communication and management of individual donor relationships
  - Take the lead in managing a selection of current donors
  - Conduct meetings with current and prospective individual and high value donors
  - Develop donor/prospect briefs, talking points and other content for use by the Head of Advancement, CEO and other members of the Executive team in approaching prospects for funding
  - Attend meetings and represent Aurora at key events to raise Aurora's profile in key locations
  - Optimise the use of a range of digital channels to acquire, steward and retain donors in the individual giving universe, improving digital fundraising tactics and practices
- **Reporting**
    - Lead the design and implementation of an individual strategy to drive revenue growth, sustain the donor universe and feed the pipeline into philanthropy
    - Write, design and deliver customized impact reporting to individual donors
    - Develop, implement and maintain efficient and effective internal processes for tracking and reporting on the health of the individual giving universe Evaluate each fundraising campaign, ensuring key learnings are applied to future projects and conduct comprehensive campaign analysis to ensure continuous improvement
    - Monitor industry trends including competitor analysis and implement learnings as appropriate

- **Events**

- Design and launch donor-facing events in collaboration with Events Manager

- **Development Operations**

- In conjunction with the Head of Development, design and implement strategic fundraising plan to increase and diversify Aurora's individual revenue stream
- Oversee use of the CRM to ensure relationship tracking is accurate
- Oversee gift acknowledgement and payment processes relating to individual donors
- Identify and implement testing and improvement initiatives to improve individual giving processes.
- Manage processes for developing donor insights to inform a personalised approach to various audiences.
- Bring a data-led approach to decision-making.
- Oversee creation of donor look-books and briefs
- Maintain effective relationships with key suppliers and consultants to ensure services are delivered on time and in budget

*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 possible.*

*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 positive and safe ways.
  - 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 any suspicions, concerns, allegations or disclosures of alleged abuse against children and young people to an appropriate person.
  - 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 organisation's strategic aims.
- Work collaboratively with team members to contribute broadly to achieving 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 entire 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**

- 3-5 years previous experience in the successful planning and implementation of donor retention and acquisition strategies that meet budget requirements
- Previous direct marketing experience and the ability to manage the full cycle of appeals
- Demonstrated experience in campaign development and using insights to inform campaign development.
- Previous experience of donor segmentation
- The ability to engage with a range of stakeholders to support organisational objectives across marketing, philanthropy, campaigns and activism and direct service delivery.
- Strong digital fundraising capabilities and an understanding of digital best practice
- Experience with CRM platforms and other fundraising-related software.
- Experience using Microsoft suite of programs

- **Skills**

- Focus on impact and results
- Networking
- Community building

*\*All employees must have a working with children check (WWCC), a 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 workplace.
- To experience a psychological and cultural safety culture, with 96% of team members viewing Aurora as an inclusive organisation.
- 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 supporting employees' personal and professional goals, such as study, cultural, and maternity leave.
- To have personal and professional growth opportunities, with multiple training sessions, Yarns with Elders and mentors, and internal development programs.

- We offer a competitive salary. Your salary would be between **\$100,000 and \$130,000** depending on your experience + 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](mailto: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