



Principal Partner



Major Supporting Partner



## POSITION DESCRIPTION

Position	<b>Head of Fundraising</b>
Reports to	CEO
Direct reports	Marketing Manager (TBR) Volunteer coordinators
Location	Brainwave office – 228 St Kilda Road, St Kilda
Status	Permanent Full time
Delegations and Authorities	In Line with Delegations Policy
Travel	Interstate and regional travel may be required to attend meetings with partners or Brainwave events.
Date completed	21 May 2019

### ORGANISATIONAL INFORMATION

Positive emotions cause positive brainwaves. And that's what Brainwave is built on. Whether it be a new wheel chair, a trip to Luna Park or just coming home to your own bed, Brainwave aims to make each day a better day day a better day for children with neurological disorders. There are a range of challenges that exist for children and their families impacted by acquired brain injuries, brain tumours, cerebral palsy, epilepsy, muscular dystrophy or childhood stroke and these are often compounded by financial and social disadvantage. Brainwave programs help to cope with these demands, by providing support services for social inclusion and emotional health, access to information and therapy to improve outcomes and funding of rehabilitation and mobility equipment required for day to day care.

#### Our Values

Core values are the guiding principles that dictate the behaviour and action of Brainwave, these values are at the heart of everything we do. Brainwave's values are:

Be **respectful**: We will treat all people with dignity, fairness, compassion and respect.

Be **caring**: We will ensure that we approach people and issues with sensitivity, confidentiality and care.

Be **inclusive**: We are welcoming to all and offer assistance without prejudice.

Be **positive**: We have a positive and uplifting approach and seek to engender a sense of hope and purpose in all we meet.

Be **community minded**: We will foster cooperative relationships in the community to deliver on our promise to Brainwave families.



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## POSITION SUMMARY

### Role Context

This is an opportunity to join Brainwave at an exciting time of strategic growth and make a real impact. Reporting to the CEO, this role is responsible for leading Brainwave’s national fundraising efforts to drive engagement and profitable growth. With real autonomy to build on current activities, you will expand our fundraising program by working across the organisation; with access to the Board, key stakeholders and partners. Financially, this role is accountable for generating and growing revenue from a portfolio that includes signature events, trusts and foundations, appeals, regular giving, workplace giving and community fundraising. You will meet children and families living with neurological conditions, and have the opportunity to see the true impact your role is having on their lives.

### Reporting relationships

This role is based at our St Kilda Rd office, but will spend a percentage of time out of the office, meeting with sponsors, partners and key stakeholders. The Head of Fundraising reports to the CEO, who will provide supervision and review. The role will oversee a diverse team that consists of staff, volunteers and contractors while also working closely with other internal stakeholders to develop initiatives and projects to realise fundraising targets in support of Brainwave’s mission.

### Primary Objectives of the role

- Develop and implement strategy and operational plans for fundraising to exceed targets
- Manage and build strong and deep relationships with key institutional and corporate stakeholders
- Lead national efforts to implement innovative fundraising and marketing initiatives
- Work collaboratively across the organisation and ensure that the team are fully engaged
- Provide regular reports on effectiveness of fundraising and partnerships management to the CEO
- Contribute to and take responsibility for the collective performance of Brainwave as a whole

## RESPONSIBILITIES

Duties and responsibilities	
Strategise, plan and implement Brainwave’s fundraising initiatives to reach organisational objectives and budgeting	<ul style="list-style-type: none"> <li>• Devise a broad and comprehensive fundraising strategy to reach revenue targets</li> <li>• Oversee Brainwave’s large-scale fundraising events in Melbourne and Sydney</li> <li>• Manage and execute national and state based fundraising activities</li> <li>• Lead strategic partnership development and stakeholder engagement</li> <li>• Manage event sponsorship negotiations and management in conjunction with CEO</li> </ul>



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<p>Research, identify, develop and implement fundraising activities</p>	<ul style="list-style-type: none"> <li>• Pitch and secure Brainwave as the nominated charity for community and corporate activities</li> <li>• Generate new business development opportunities and sponsorships/partnerships</li> <li>• Develop a major fundraising activation/challenge</li> <li>• Realise approved opportunities to meet objectives and budget</li> <li>• Assist to secure revenue for Brainwave through T&amp;F applications</li> <li>• Build peer to peer giving activities to compliment other existing fundraising activities</li> </ul>
<p>Implement brand and marketing activities</p>	<ul style="list-style-type: none"> <li>• Oversee fundraising communications to ensure consistent messaging, profile raising and donor engagement in the work of the organisation to retain/grow donor base</li> <li>• Develop and manage brand building activities by leveraging opportunities to promote with corporate, community and event partners</li> <li>• Utilise online marketing best practices to raise awareness of our cause and increase donations</li> <li>• Integrate mobile marketing to extend reach and engage supporters in new ways</li> <li>• Maximise management of stakeholders and supporters so they become brand advocates</li> <li>• Assist in the review of SEO strategy and social media calendar</li> <li>• In conjunction with the Marketing Manager, implement the annual marketing calendar with specific CTA's and campaigns</li> <li>• Leverage opportunities to promote the Brainwave brand to ensure maximum exposure through corporate, community and event partners</li> </ul>
<p>Leadership and resource management</p>	<ul style="list-style-type: none"> <li>• Oversee procurement and management of various contractors supporting event delivery</li> <li>• Manage staff, volunteers and fundraising committees to ensure ongoing engagement, motivation and productivity</li> <li>• Assess the organisations needs and the ability for fundraising staff, committees and volunteers ability to meet them</li> </ul>
<p>Stakeholder engagement and management</p>	<ul style="list-style-type: none"> <li>• Create, execute and report on an annual partnerships strategy</li> <li>• Support all areas of the organisation with realisation of sponsorship, volunteer support and in-kind donations from existing supplier and stakeholder relationships and develop new relationships as the opportunity presents</li> <li>• Familiarise and work with the fundraising donor database to ensure that the information held within is accurate and detailed for all partners.</li> <li>• Facilitate existing partner relationships to ensure ongoing support, engagement and achievement of all deliverables for each relationship.</li> <li>• Identify and maximise every opportunity to raise funds and increase income from each relationship, this could involve workplace giving, staff fundraising initiatives and even</li> <li>• Track partnerships performance against set budgets and deliver quarterly partner reports</li> </ul>



	<ul style="list-style-type: none"> <li>• Represent Brainwave and present at corporate events ranging from pitch meetings to large events of over 100 people</li> </ul>
Risk management of Brainwave activities	<ul style="list-style-type: none"> <li>• Support the monitoring and management of all aspects of relevant contracts including milestones and objectives.</li> <li>• Adhere to Brainwave policies and procedures</li> <li>• Ensure all activities comply with the relevant charitable fundraising guidelines and other legislation linked to the sector</li> </ul>
General duties	<ul style="list-style-type: none"> <li>• Represent Brainwave at various events and activities as a speaker, brand ambassador and event manager as required</li> <li>• Familiarise and work with the fundraising donor database (Donman) to ensure that the information held within is accurate and detailed for all supporters</li> <li>• Undertake administrative duties required for the position including maintaining computer files, managing budgets and general filing</li> <li>• The ability to work outside normal hours may be required as is the ability to travel interstate</li> <li>• Ensure that all communications are in line with the current brand guidelines</li> <li>• Such other duties as directed and consistent with an employee's level of skill, competence and training</li> </ul>

<b>Organisational key result areas</b>	
Values, culture and leadership	<p>Consistently display and demonstrate Brainwave values</p> <p>Promote a positive and supportive work environment</p>
Best practice	<p>At all times act in accordance with Brainwave's organisational policies and procedures</p> <p>Take responsibility for ongoing development to ensure adherence to relevant professional requirements</p>
Risk management	<p>Take reasonable care for the health and safety of themselves and others.</p> <p>Report any hazards and/or incidents observed in the work place and/or at external events</p> <p>Proactively ensure a safe operating environment by adhering to all OH&amp;S requirements</p>
Adaptability and initiative	<p>Show resilience in adapting to changing circumstances</p> <p>Respond positively and accommodate changes to internal processes</p> <p>Suggest ways to promote better systems and processes and service delivery</p> <p>Employ innovative thinking about ways to achieve organisational goals</p>
Data management	<p>Ensure proper documentation is kept and filed in a timely and efficient manner</p> <p>Ensure data is captured accurately and is up-to-date across all relevant systems</p>
Team work	<p>Work collaboratively with other team members</p> <p>Be supportive of other team members particularly during busy periods</p> <p>Be willing to go above and beyond to get a task completed</p> <p>Be prepared to represent Brainwave as a member of the team as required</p>



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## KEY SELECTION CRITERIA

- Strong sales, business development and/or fundraising experience (7+ years)
- Proven success in building strong and deep relationships with a diverse range of stakeholders
- Ability to measure and report outcomes of fundraising and marketing activities
- Extensive experience in donor segmentation, prospect research, data analysis and delivery of donor stewardship activities and initiatives
- Excellent interpersonal skills including the ability to build rapport, negotiate and be persuasive
- Strong business acumen including well-developed budgeting and KPI reporting
- Ability to identify strategic opportunities, and act with initiative
- Effective storytelling and presentation skills with the confidence to pitch for funding
- Advanced organisational skills including the ability to coordinate multiple partnerships and deliverables concurrently
- Ability to work independently and as part of a team and to demonstrate leadership as required
- A commitment to maintaining confidentiality
- Knowledge and compliance with government requirements, including relevant legislation and the Fundraising Institute of Australia Code

## Desirable Criteria

- Tertiary qualifications in marketing or business related discipline
- Experience in the not-for-profit sector

## Special Requirements

- Current Australian Drivers Licence
- Ability to undertake interstate travel