



Director of Fundraising

The Position

You will lead and manage The Wilderness Society's efforts to raise funds and collaborate to enliven our membership and supporter base to further our organisation's purpose to protect, promote and restore wilderness, through our Organisational Campaign Plan (OCP).

You will lead and manage a diverse team across Individual Giving, Major Donors and Bequests and you will work collaboratively with key colleagues, other departments and Campaign Centres to increase brand awareness, grow our active supporter base and achieve campaign success. Working in this way you will be an important contributor to a healthy and sustainable Wilderness Society culture.

We believe a good membership and fundraising program collaborates to boost our impact. It does so while keeping our work true to purpose, and ensuring members and supporters are involved and valued as contributors to our organisation's enduring successes.

To create thriving membership and fundraising initiatives, we're choreographing a symphony of activities. Picture this: a dance that preserves the soul and authenticity of our origin story in the campaign to protect the Franklin River, while delivering on purpose in the 21st Century.

It's not just about giving; it's about creating an organisation where members and supporters are intimately connected—genuine contributors to our shared story.

The primary success measure for this position is the successful development and implementation of a broad based fundraising strategy that meets the operational objectives of the organisation. In addition, non-tangibles including positive and active contribution to organisational culture and relationships with both internal and external stakeholders are also vital to the successful fulfilment of the role.

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| Employer | TWS Ltd | Department | Membership & Fundraising |
| Location | Negotiable (preferably Melbourne) | Level | CMT |
| Tenure | Permanent | Hours | Fulltime |
| Reports to | CEO | Roles reporting to | Individual Giving Manager, Key Relationships Manager, Supporter Care Manager |

Responsibilities



Key Responsibilities

Fundraising

- Lead the development, implementation and management of the Fundraising strategies and philanthropic priorities including overarching responsibility for major gifts, mid donor and bequest strategies as well as regular giving and individual giving programs.
- Provide leadership and coaching, for the fundraising team to raise ambition, develop the fundraising programs and encourage thoughtful and creative approaches and take these programs to the next level.
- Work closely with the CEO to co-design key Fundraising priorities and engagement strategies across all fundraising streams.
- Understand and appreciate the Wilderness Society membership and supporter base: Consider their desires and aspirations when collaboratively developing and implementing fundraising strategies and programs.
- Recognise the importance of adapting to changes in the operating environment, and so review and monitor the performance of programs to optimise engagement and delivery of outcomes.

Membership and Supporter Engagement

- Understand and appreciate the Wilderness Society membership and supporter base: Consider their desires and aspirations when collaboratively developing and implementing systems to support the organisation.
- Engage with all stakeholders to create strategic and thoughtful donor and supporter engagement and fundraising products across all channels.
- Organise and lead a range of donor-oriented retention and care activities and events to further retain and engage our supporter base, donors and members.
- Build and manage relationships with a personal portfolio of high level major donors through their continuous journey of support and develop, strong, and sustainable relationships with donors and prospects to identify and deepen their engagement.

Collaborative Management Team

- Be an active participant in the Collaborative Management Team collaborating with other members as jointly responsible for the overall effective and efficient management of the organisation.
- Together with other members of the CMT be jointly responsible for the active development of an organisational culture that empowers staff to exceed in their roles, builds trust and mutual respect for all organisational activities and enhances the Wilderness Society reputation as an employer of choice.
- Act in other CMT roles including CEO as required.

Strategy and Planning

- Contribute to broader collaborative planning initiatives, such as Strategic, Business and Campaign planning.
- Ensure the Wilderness Society has a fundraising strategy that is ambitious and reflects our purpose, our culture, and creates campaign momentum.

Financial



- Work with the CEO and other stakeholders to ensure fundraising programs deliver the financial goals and cash flow requirements to deliver on purpose.
- Ensure sound budgetary practises, measures, reviews and performance within the fundraising department, in the wider organisational context.
- Approve or seek approval for necessary resources and tools to support the organisation in achieving strategic goals.

Culture, Collaboration & Participative Leadership

- Cultivate a positive team and organisational culture by maintaining and introducing cultural initiatives, in line with organisational values.
- Attend to the maintenance of effective communication channels within the team and across the organisation.
- Manage performance of the team, and grow thriving talent through clear and consistent communication and support.
- Seek networking opportunities and build strong relationships with external parties and partners as well as fostering personal and professional development.
- Encourage and contribute to cross organisational collaboration.

Risk Management & Compliance

- Analyse and manage statutory, legal, and reputational risks, adopt best practices when risks arise to minimise their impact on TWS, and collaboratively develop necessary risk management plans within the TWS framework.
- Develop and provide financial reports and exception reports to the CEO and other stakeholders for review;
- Promote and uphold a culture of satisfactory work health and safety, ensuring compliance with WHS legislation and meeting required standards in all physical workplaces and activities.

Knowledge and Skills

| Essential | Desirable |
|--|---|
| <ul style="list-style-type: none"> ● 6/7 + years in a similar role, leading a successful team and managing change and the development of a positive organisational culture ● Excellent networking and interpersonal skills ● Solid financial management acumen ● Significant experience in utilising data analysis and insights to drive continuous improvement and growth ● Digital literacy and a good understanding of and/or experience of the digital fundraising environment ● Demonstrated mentoring/coaching of direct reports | <ul style="list-style-type: none"> ● A proven commitment to and understanding of the not-for-profit sector ● >5 years' experience within a social change/ advocacy organisation ● <please add additional criteria here no more than 4 - desirable criteria are the things that help you determine one candidate's suitability above the others> |



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| <ul style="list-style-type: none">● Excellent time management and organisational skills.● Commitment to TWS Values | |
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