



## POSITION DESCRIPTION

### Position Details

Position Title:	Major Giving Fundraiser
Reports To:	Special Projects Manager
Position Type:	Full time
Salary Level:	up to 75,000 base salary depending on experience

### Context

Are you passionate about making a real difference?

ActionAid is a global federation committed to finding sustainable solutions to end poverty and injustice. With **more than 40 national members and country programmes worldwide**, ActionAid focuses the majority of its resources on working with millions of the poorest and most excluded women, men and children – taking sides with them, making long-term commitments to advance their human rights and to transform the world in which their children grow up.

We support thousands of communities, partners and peoples' movements in lower income countries to improve their lives through participatory capacity-development, solidarity, campaigns and emergency responses - and we make people-to-people links across the world with those who share our vision of a poverty-free planet.

ActionAid International is a unique democratic federation collectively governed by all its members, supported by an International Secretariat in Johannesburg so we can act as one organisation in solidarity with people living in poverty.

**Our central values of gender equality with courage of conviction drive our ambitions to innovate, take risks, promote women's leadership and advance alternatives and lasting solutions.**

In Australia our role is to raise funds to carry out programme work internationally, to motivate and engage our supporters and the general public and to campaign for change. We are a value driven, forward thinking organisation, focused on achieving long-term change through supporting our partners to make a sustainable difference.

### ROLE PROFILE

<b>Role Purpose:</b>	Contribute to the organisation's major donor activities by building and maintaining relationships with High Value donors: Trusts and Foundations, High Net-worth Individuals and Corporate partners.
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	Implement a range of donor retention and development strategies to help achieve ActionAid Australia's fundraising targets. As well as ensuring that income meets the needs of the wider organisation.
<b>Key Contacts: (Internal and External)</b>	Major Donors, Trusts & Foundations, Corporate partners, ActionAid Australia Team, ActionAid Australia Board, ActionAid International Fundraising Team, Country Programme staff and International Directors
<b>Starting date:</b>	End of February 2012

<b>Key accountabilities</b>	<b>Key elements</b>	<b>% time</b>
1. Contribution to Strategic Planning	<ul style="list-style-type: none"> <li>• Participate in annual planning process with the Special Projects Manager.</li> <li>• Work with International Programs team to understand Priority countries' needs.</li> <li>• Build a development plan based on identification and analysis of opportunities to increase income.</li> <li>• Support the development of a specific and creative Prospect Strategy with imaginative plans for identifying and cultivating prospects.</li> </ul>	10
2. Product Development	<ul style="list-style-type: none"> <li>• Create and regularly revise a compelling case for support.</li> <li>• Ensure the production of the highest quality and most compelling project proposals and reports.</li> <li>• Ensure that all project proposals meet the AUSAID accreditation criteria</li> <li>• Ensure that all processes of Programs Handbook are followed for projects funded by Major Donors</li> <li>• Devise and develop a small range of 'products' which may appeal to lower-value major givers.</li> <li>• Work with countries to understand projects that are suitable for High Value Donors and work with them on developing compelling proposals.</li> <li>• Report on projects to High Value Donors, in line with agreed reporting schedule.</li> </ul>	20
3. Developing & Building relationships <u>within defined portfolio</u>	<ul style="list-style-type: none"> <li>• Carrying out research to identify and qualify Major Donor prospects and influencers.</li> <li>• Further develop ActionAid's knowledge of grant giving foundations and corporations which might be appropriate to approach for funding.</li> <li>• Oversee management of data on the supporter database, and provide prospect lists and reports for the Special Projects Manager.</li> <li>• Build and develop profitable relationships with your own portfolio of major donors, trusts and foundations, corporates and prospects.</li> <li>• Identify new and effective opportunities for the cultivation and solicitation of donors and prospects. This may include the planning and delivery of a range of cultivation and stewardship events.</li> <li>• Appropriately engage the Senior Management Team, International Directors and the ActionAid Australia board in donor cultivation and solicitation.</li> <li>• Follow the Major Gift stewardship programme in order to increase income from Major Donors.</li> <li>• Networking and meeting with high net worth individuals, Trust representatives, corporate representatives and a range of influential people – representing and communicating ActionAid's work at the highest levels.</li> </ul>	45

	<ul style="list-style-type: none"> <li>• Provide a high level of customer service to high value donors, (including individuals, companies and foundations) through strategic communications and targeted donor care.</li> <li>• Personally solicit high level gifts.</li> <li>• Manages projects in a timely manner throughout the year and co-ordinate the creation / production of the necessary support material based on timelines, prospect lists, case statements, reporting and recognition requirements.</li> <li>• Coordinate with the Middle Donor and Bequest Manager to ensure follow up of opportunities to convert Middle Donors/bequestors to Major Donors.</li> </ul>	
4. Programs	<ul style="list-style-type: none"> <li>• Understand Programs Handbook; systems and processes of managing projects overseas.</li> <li>• Contribute to partner and project appraisals.</li> <li>• Build relationships with country programs to understand project seeking funding and also work with them during the life of the project to ensure that projects are on track.</li> <li>• Work across Fundraising and Programs to understand projects and how to best communicate work to donors in order to secure support.</li> <li>• Develop project budgets.</li> </ul>	15
5. Systems and processes	<ul style="list-style-type: none"> <li>• Ensure all systems and processes in place are followed.</li> <li>• Ensure project management cost effectiveness and appropriate budget planning.</li> <li>• Ensure a high level of cooperation and systematic team work with all the teams involved in projects.</li> <li>• Monitor all activities against planned targets and non-financial key performance indicators and reports on a regular basis to the Special Projects Manager.</li> </ul>	10

### **Knowledge, Skills and / or Experience Required**

Committed to ActionAid's vision, mission and values

#### **Essential**

- Minimum of two years proven experience working in and growing a major giving fundraising operation, generating support from individuals and Trusts & Foundations, or similar transferable experience of managing a sales or marketing operation.
- At least three years' experience in managing relationships with high net worth individuals and/or high value corporate accounts.
- Proven experience in successfully soliciting and closing gifts at the highest levels with ultra-high net worth individuals, corporates and Trusts & Foundations, or transferable skills from a sales or marketing operation.
- Experience of working with and engaging senior staff, CEOs and board members in donor/client relationships.
- Ability to network at the highest levels with individuals and representatives from a range of backgrounds.
- Excellent influencing and negotiation skills.

- An innovative and creative thinker, able to plan and implement new ideas.
- Results driven individuals with proven success in meeting or exceeding targets.
- Excellent written and verbal communication skills with the ability to sell complex ideas in person and writing.
- Ability to work to deadlines and prioritise workloads.
- Experience in grant management.
- An understanding of development and poverty issues and approaches and a strong knowledge/understanding of programme work.
- A comprehensive understanding of trends in philanthropy and other market trends .
- Willingness to travel.
- Proven financial management and analytical skills including experience in planning and managing budgets.

**Desirable**

- Degree or similar level qualification in marketing or related subject
- Degree or similar level qualification in international development