



Position Description – Senior Manager, Fundraising

Role Title	Senior Fundraising Manager
Team	Marketing and Fundraising
Employment Status	Non – award
Remuneration (if applicable)	
Reports to (Position)	Laura Henry
Direct Reports (Position)	Individual Giving Manager Planned Giving Manager Key Relationships Manager Community Fundraising Manager Database Manager
Date of Approval	May 2022

Vision, Mission and Values

Vision: Love over hate.

Mission: Creating community with no ‘us and them’.

Values: Openness (No secrets): We have a profoundly simple mission, which is to create a community, and our message and work are undiluted with other agendas.

Teamwork (No cowboys): Our goal of creating community is also our method. We work in a collaborative way to invite people out of singular, individual life into the risky and healing place of community.

Patience (No rush): We cannot make people change. If we could, we’d be guilty of manipulation of some kind. Instead, we are on the lookout for sparks of life, signs that people long for better, and we look to engage and help people move to better days and better health.

Courage (No complacency): It takes courage to confront people who have lost hope and invite them into the world of relationships with responsibility. Wayside is not an intensive care unit but an invitation into life and community.

Respect (No Judges): People have the right to make their own decisions. People have the right to make bad decisions. People who choose singular misery or even death deserve to have their rights respected. Wayside’s mission is not to fix people but to love them and be with them, knowing that if they are really met, they’ll really move toward health and life.

Behaviours:

Stand Back: Recognise that we are each necessary, significant but not central. The mission evaporates when we are central. Take a step back when our emotions are high and cool off. When central, the important thing is how we feel, and the most pressing need is to express our feeling. When necessary,

significant but not central, in a time of difficulty, the most important thing is to ask, "what facts do I not have" and "who can I talk to for reliable clarity"

Speak Well: Identify and appreciate the strengths in colleagues. Recognise that everyone's strengths are also their weaknesses, if we look for weakness, we'll find it and if we look for strength, we'll find it. An atmosphere where colleagues are habitually talked up behind their backs will create an unbeatable team.

Embrace Errors: Accept when you have made a mistake, that an opportunity to learn is present. Learning is lost when we spend energy covering our arse or blaming others. Nothing is more liberating than the security it takes to admit that your performance did not cover you or the team in glory. Helping each other embrace moments of learning will build a team that can overcome anything.

Be Kind: We do an excellent job of being kind with our visitors, let's also be kind to each other. Kindness is implicit in our vision and our mission. Kindness is not a matter of feeling anything but a matter of acting and participating. You might feel uncomfortable, but kindness will give the benefit of the doubt or begin an uncomfortable but direct discussion.

Purpose of Position

The Senior Fundraising Manager is responsible for the strategic development of fundraising and team leadership. Reporting to the Head of Marketing and Fundraising, you will have strategic and revenue oversight of direct and digital marketing, regular giving, bequests and community fundraising. You will lead a passionate team to achieve targets and contribute to the strategic direction and growth of Wayside Chapel.

The Senior Fundraising Manager also manages the Database Manager who is responsible for developing and maintaining the database (Salesforce) for Fundraising, Marketing & Partnerships.

Accountabilities and Responsibilities

- Contribute to the development and delivery of the overall fundraising strategy to achieve the annual fundraising revenue target of \$6.273M in FY23 (tbc future years) and to ensure the ongoing growth and sustainability of existing and new income streams;
- Lead the effective delivery of the existing fundraising portfolios: direct and digital marketing, regular giving, bequests, community fundraising and database management;
- Develop and implement a fundraising strategy in alignment with Wayside Chapel's ambitious 10-year growth plans;
- Create strategies for ongoing innovation and testing in the fundraising programme
- Work closely with the Marketing and Communications Manager to ensure there is an aligned and consistent narrative across fundraising, marketing and communication activities and ensure all external communications work towards the shared goals of growing income, reach, profile and the supporter base;
- Develop and manage expense budgets and oversee regular reporting on financial performance and KPI's;
- Lead initiatives to create a donor-centric mindset across the organisation and optimise the supporter journey to deliver a more engaging and consistent experience;
- Oversee the management and optimisation of the database (Salesforce);
- Foster mutually beneficial relationships with key external stakeholders and represent Wayside Chapel's brand to inspire the support of individual donors and organisations;
- As a people manager at Wayside Chapel, provide inspiring leadership in collaborative working, efficient planning and performance delivery;
- Inspire and lead the fundraising portfolio and, with assistance from the People Team, manage all staff related activities such as recruitment and selection, induction training, performance planning and grievance management;
- Ensure team members meet and exceed agreed objectives and targets by providing support, direction, coaching and feedback; and
- Proactively contribute to the creation of a positive, fun and value-driven culture within the team and more widely within the organisation

Other

- Accountable for providing monthly budget reports to the Head of Marketing & Fundraising, and to the board as required
- Ensure legal compliance with fundraising and privacy legislation within programs;
- Adhere to the Policies and Procedures of Wayside Chapel and ensure adherence by staff and volunteers;
- Attend staff meetings and training as required;
- Promote the objectives of Wayside's Supported Employment Program by walking alongside Wayside supported staff with sensitivity to the barriers they face to open employment and celebrating their contribution to community; and
- Practice and promote appropriate self-care at an individual, team and organisation-wide level.

Work Health and Safety

- Accountable for complying with legislation and all Wayside WHS policies/procedures and instructions, reporting any hazards or safety issues to your manager, and performing all tasks in a manner that guards against risk to self and others within the workplace.
- Undertake risk assessment and safety plans in collaboration with People and Culture

Core Competencies– key skills, work experience, qualifications

- Relevant tertiary qualification in marketing, communications, fundraising or business;
- Successful track record of achieving fundraising targets, along with experience managing budgets and tracking performance across multiple portfolios;
- Demonstrated experience leading and motivating staff;
- Extensive knowledge of the fundraising landscape in Australia, and specifically in Sydney;
- Demonstrated experience mapping and managing supporter journeys;
- Exceptional written and verbal communication skills, project management skills and time management skills;
- Excellent interpersonal skills and an empathetic nature;
- Ability to work collaboratively across multiple program areas to build strong relationships and achieve results;
- Willingness to learn from mistakes and take a solutions-focused approach to overcoming barriers;
- Proficiency in MS Office (Word, Excel, PowerPoint and Outlook) and CRM systems (preferably Salesforce);
- Passion to make a positive impact in the community and a willingness to work within Wayside Chapel's ethos, support its values and advance its mission; and
- Willingness to work within and promote the importance of Wayside's WHS policies and procedures.

Key Relationships

Who	Why
Internal	
Head of Fundraising and Marketing	<ul style="list-style-type: none">• Report on outcomes against project plans.• Seek approval for new strategies, practices and solutions,• Keep informed of contentious issues or conflicts
Fundraising team	<ul style="list-style-type: none">• Lead and manage the fundraising team
Marketing and Communications team	<ul style="list-style-type: none">• Develop and maintain effective working relationships and open channels of communication• Keep informed of contentious issues or conflicts

Executive Team	<ul style="list-style-type: none"> • Provide updates and announcements as necessary
Partnership and Growth Senior Manager of Government Relations	<ul style="list-style-type: none"> • Keep informed of contentious issues or conflicts regarding corporates and major donors
Volunteers	<ul style="list-style-type: none"> • Engage with volunteers
	<ul style="list-style-type: none"> •
External	
Media Suppliers Donors, Corporate partners, Trusts and Foundations, General Supporters	<ul style="list-style-type: none"> • Develop and maintain collaborative relationships

Additional Information

This position description and associated information should not be considered as comprehensive in its description of responsibilities, criteria or outcomes. It is indicative of the position. The Senior Fundraising Manager can and will be asked to undertake duties within their competencies, skills and abilities and training that may not be mentioned in this document.

The Senior Fundraising Manager should be aware that their position within The Wayside Chapel is dynamic. The Wayside Chapel expects continuing development, change and improvement of processes, practices, knowledge and skills.