



**HEAD OF FUNDRAISING  
AND MARKETING**

**JOB & PERSON SPECIFICATION**

**MAY 2018**

Reports to	Chief Operations Officer	Direct Reports	4 direct reports/ 9 departmental reports
Business unit	Fundraising and Marketing		

Role Purpose	
<p>The Head of Fundraising and Marketing will provide leadership and strategic direction to the organisation in respect of all fundraising, marketing and communication initiatives. The role will be responsible for</p> <ul style="list-style-type: none"> <li>• Providing leadership to the Fundraising and Marketing team;</li> <li>• The achievement of revenue targets from fundraising activities;</li> <li>• The development and implementation of strategies for fundraising and marketing;</li> <li>• Stakeholder engagement to raise brand awareness and support fundraising initiatives, awareness and support for the organisation's programmes.</li> </ul>	
Key Responsibilities	
<p><b>Management</b></p> <ul style="list-style-type: none"> <li>• Lead and positively role model RSPCA SA's zero harm safety culture in the workplace; foster the development of attitudes and beliefs of employees that support safe behaviour. Provide WHS advice, coaching and practical support to employees to ensure compliance with the WHS Management System. Implement and monitor workplace health and safety and injury management policies, procedures and programs to achieve and maintain health and safety standards and meet legislative requirements.</li> <li>• Build an effective team by leading and managing direct reports (volunteers and departmental reports); identify clear work functions, assign tasks and monitor performance against business objectives and ensure a high level of professional service is provided.</li> <li>• Support the development and engagement of staff; facilitate performance appraisal discussions, develop and review individual development plans for the attainment of agreed goals and to assist with personal/professional development. Coach and mentor staff as appropriate to improve performance.</li> <li>• Contribute to the reputation and continuous improvement of RSPCA SA by identifying opportunities and providing recommendations for improving efficiency and effectiveness, or income generation.</li> <li>• Develop, implement and review business plans which incorporate goals and objectives that work towards the strategic direction and priorities of the Society.</li> <li>• Collaborate with the Finance Team to ensure compliance with monthly, quarterly and yearly financial reconciliation.</li> <li>• Assist with formulating, reviewing and implementing policies, procedures and processes. Train and monitor staff (and volunteers) to ensure compliance. Model Leadership behaviours that supports compliance.</li> <li>• Produce high quality and accurate written documents, management reports, etc. within specified timeframes.</li> <li>• Undertake additional duties to meet operational requirements as requested by the Chief Operations Officer.</li> </ul> <p><b>Fundraising</b></p> <ul style="list-style-type: none"> <li>• Develop and implement an overarching fundraising strategy to raise funds, generate and increase support and brand awareness.</li> <li>• Closely monitor developments in the fundraising landscape to ensure RSPCA is an early adopter of new fundraising channels - innovate relentlessly.</li> <li>• Lead the development and execution of all fundraising campaigns including (but not limited to) donor acquisition, direct mail, community fundraising initiatives, external events, bequests, memberships, Care for Life and major gifts.</li> <li>• Achieve RSPCA SA's fundraising targets and achieve the most efficient return on investment.</li> <li>• Ensure that RSPCA SA's fundraising activities are compliant with fundraising legislation and community standards.</li> </ul>	

### Marketing

- Lead the development, implementation and evolution of a marketing strategy to support RSPCA SA's programs.
- Build a positive brand awareness of RSPCA SA through activities that will result in increased awareness, recall and revenue.
- Support the development of media and social media campaigns that increase fundraising, awareness and support for RSPCA SA's programs.
- Provide leadership to drive digital change initiatives and to develop new approaches to digital communications through marketing and imaginative use of content.
- Lead the development and implementation of an overarching media and communications strategy.

### Key Stakeholders

**Internal** - CEO, Strategic Leadership team, Board, Marketing and Business Development Committee, Finance, Audit and Risk Committee, Finance business unit, all business units.

**External** - Donors/supporters, members, Government, stakeholders, suppliers, agencies, auditors.

### Key Competencies

**Winning Commitment** - Builds positive and trusting relationships with internal and external stakeholders to meet business objectives. Develops networks that enables business to be delivered in an efficient and effective way. Encourages collaboration and commitment with various stakeholders to deliver the best service or outcome.

**Coaching/Mentoring** - Works with and supports direct reports in developing knowledge, skills and abilities in the interest of performance improvement and employees career development.

**Leading Change** - Understands the need for change and embraces change in a positive manner. Communicates the vision for change by engaging and facilitating others to work collaboratively to achieve real change. Seeks out opportunities to effect change to improve organisational performance. Develops self and others to respond effectively to change and communicates change clearly to all those around them.

**Strategic Thinking** - Clearly sees the bigger picture and demonstrates an in depth knowledge of how the role supports the achievement of Society objectives. Creates clear strategies which take into account the external context to maximise the opportunity to add value and/or support economic growth.

**Leadership** - Motivates, inspires and gains support from others through mutual trust without the need to rely on hierarchy and authority. Provides a compelling vision which motivates others to work towards team goals, setting clear objectives and holding people to account for results. Encourages and offers support to others in challenging situations. Enables staff to improve their performance and develop the capability of people.

**Financial Management** - Understands human, financial, and operational resource management issues to make decisions aimed at building and planning efficient project workflows, and at improving overall organisational performance. Ability to allocate resources, plan procurement, and oversee budgets and contracts to ensure fiscal stability of the Society.

### Expectations

It is expected that all RSPCA SA employees will:

- Contribute to a positive workplace culture by embracing and aligning conduct with RSPCA South Australia's Values and Behavioural statements.
  - ✓ Compassion - we are empathetic, caring and considerate.
  - ✓ Courage - we are brave and determined to stand by our principles.
  - ✓ Integrity - we are ethical, honest and transparent with ourselves, our supporters and the community.
  - ✓ Leadership - we are the driving force to motivate and inspire positive change in animal welfare.
  - ✓ Achievement - we are focussed on our objectives and continuously strive towards our goals.
  - ✓ Collaboration - we work as a team and foster partnerships to maximise outcomes.
  - ✓ Innovation - we are creative and daring in our thinking - we seek new ideas and new ways.
- Understand and work in accordance with RSPCA South Australia's Policies and Procedures.
- Have a sincere commitment to animal welfare.

**Experience & Knowledge**

- Tertiary qualification in Business Administration, Marketing, or related discipline or equivalent professional experience.
- Demonstrated experience in the development of external networks, particularly in the philanthropic environment.
- Demonstrated experience in a similar role including provision of strategic fundraising and marketing advice; developing and maintaining key relationships; coordination of operational marketing activities; and responsibility for a marketing plan and resources.
- Excellent interpersonal skills including demonstrated experience in communicating with a broad range of the community, public and corporate sector.
- Demonstrated experience in financial management including analytical skills, budgeting and resource planning.
- Excellent written communication skills including experience in preparing marketing materials, writing discussion papers and reports, conducting research, business planning and proposals.

**Requirements**

- Intra and interstate travel may be required.
- Current Class C driver's licence.
- Occasional work outside of normal business hours.



## HOW TO APPLY

Applications in Word format only should be forwarded to Justin Hinora by email to [23127@hender.com.au](mailto:23127@hender.com.au)

Telephone enquiries are welcome and may be directed to Justin or Emily Taliangis on (08) 8100 8849.

### **Please Note**

Your application will be automatically acknowledged by a return email.