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| **Position:** | **Community Fundraising Manager** |
| **Team:** | Fundraising, Autism Friendly, Business Development and Strategic Partnerships |
| **Org unit:** | Fundraising |
| **Reporting Manager:** | Head of Fundraising |
| **Industrial coverage:** | Non-award |
| **Position number:** | *Tbc* |
| **ANZSCO code:** | 1311 |
| **Aon code:** | Aon.MKT.20012.5 |
| **Approval status** | Approved for 1 Year Contract |
| **Date reviewed:** | January 2025 |

**Organisation Purpose**

**A different brilliant®** - understanding, engaging and celebrating the strengths, aspirations and interests of people on the autism spectrum.

Vision: The best opportunities for people on the autism spectrum.

Mission: We work with people of all ages on the autism spectrum, delivering evidence-informed solutions that are person-centered, family-focused, and customer-driven.

Values: We are passionate about people, about being positive, and about what’s possible.

**Portfolio and Team Purpose**

The Partnerships, Business Development and Autism Friendly Portfolio is home to four teams;

* Philanthropy, Relationship and Gift in Will
* Autism Friendly and Partnerships
* Fundraising, Mass Marketing and Supporter Services
* Commercial Product Development and Partnerships

We aim to deliver excellent customer service to existing and new supporters, corporates and autism friendly clients. We are committed to utilising a data-led approach to inspire and grow partnerships and supporters through a wide variety of activities and initiatives.

This role sits within the Fundraising, Mass Marketing and Supporter Services area. The vision of this team for the next 3 years is *to ‘fund programmes for the autistic community through traditional and innovative best practice, diversification of reach and refocussed investment to reach record revenue highs’*. The portfolios guiding star is to always act in the best interest of autistic people – and those who support them. This constantly helps us to make the right decisions about what we do and who we partner with. We proactively contribute to the FABS preferred way of working:

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| In Collaboration | Well Informed | With Creativity |
| Audience First | With Integrity |  |

**Position Purpose**

The role involves leading the strategic development, budget ownership and operational delivery of the Community Fundraising team’s initiatives, ensuring these align with Aspect's overarching goals. This includes driving the growth of community fundraising by enhancing supporter engagement and retention across all associated revenue streams, tasked to take the whole of the CF area to the next level. A key focus is leading and supporting the team to deliver high-quality, multi-channelled campaigns whilst building and nurturing strong relationships with supporters and their donors to inspire ongoing participation and maximise fundraising efforts.

Data insights plays a crucial role in optimising campaign performance, increasing supporter engagement, and improving return on investment. The role also requires spearheading an integrated strategy in collaboration with the broader fundraising team to generate increasing levels of net income, which directly supports autism-specific programs and initiatives. This position demands a strategic and collaborative approach to ensure sustained growth and impactful fundraising outcomes.

**Key Objectives**

* Provide people leadership to the community fundraising team.
* Maintain and grow flagship Peer to Peer campaigns in order to hold market share, offering strategic guidance.
* Building more relationship driven strategies and collaboration with corporate partnerships around staff engagement and sponsorship.
* Redevelopment and growth of community fundraising revenue streams.
* Growth of the community fundraising product mix (including planning for the introduction of new campaigns).

**Key Responsibilities**

**Community Fundraising Strategy and Development**

* Oversee and drive the strategic growth and operational excellence of Aspect’s community fundraising portfolio, encompassing P2P campaigns, active events, school programs, DIY fundraisers, community organisations, mini-campaigns and in lieu.
* Take responsibility for creation and execution of strategy, budget management, P&L and business plans. Leading the team to enhance revenue stream performance, leveraging digital, social media, email, direct mail, and other channels to acquire, develop and re-engage participants.
* Lead the development and implementation of targeted strategies to improve fundraising outcomes, supporter engagement, and return on investment across key audience segment, including the redevelopment of the INIT for autism (DIY) area.
* Design and execute a robust segmentation model to deliver exceptional relationship management and tailored support for community fundraising participants.
* Champion internal collaboration by crafting and delivering a comprehensive communications plan that fosters organisation-wide support for community fundraising initiatives.
* Develop and maintain a pipeline of engaged supporters with the potential to become recurring fundraisers, ensuring sustained revenue generation and deeper connections within the community fundraising space.
* Collaborate with the wider team, working in particular with the Corporate Fundraising Manager to obtain sponsorships, gifts in kind and increase employee engagement in events.

**Community Fundraising Marketing & Communications**

* Lead on high-level public relations, media, and communications initiatives for the community fundraising portfolio, strategically leveraging opportunities for maximum exposure.
* Lead the management and growth of community fundraising social media platforms, maintaining relevance and engagement while focusing on expanding reach and influence.
* Develop and oversee the execution of a communication strategy that fosters meaningful relationships with participants, driving engagement and motivation across all campaigns.
* Support and advise the team in maintaining the microsites (Funraisin platform) and executing email communications using Campaign Monitor.

**Relationships and Stakeholder Management**

* Foster strong relationships within Aspect, including the wider Fundraising team and other key internal stakeholders.
* Drive the acquisition of new and reengagement with lapsed supporters.
* Planning and implementation of supporter recognition events and engagement activities.
* Maintain strong working relationships with key suppliers and agencies.
* Oversee the development of tailored stewardship plans for supporters to increase supporter experiences and retention, using segmentation models to differentiate.

**Finance and Reporting**

* Ensure the output of weekly/monthly financial, performance trackers and forecasts of the community fundraising area.
* Manage the areas income and expenditure budgets.
* Produce post campaign and end of year analysis to report on the effectiveness of strategies and suggest improvements.
* Support in the CRM project (migration to Salesforce), with elements relating to community fundraising.

**Team Leadership**

* Champion Aspect values and Fundraising team ‘ways of working’.
* Lead the team, promoting an environment to actively seek continuous improvement.
* Proactive contribution to management and communication sharing with the wider portfolio.
* Drive the strategic direction of all community fundraising programs.
* Develop the skills of direct reports and identify professional development opportunities.

**Safeguarding the people we support**

Aspect is committed to providing an environment free from abuse, neglect and exploitation of the people we support. Staff are expected to:

* Follow safeguarding guidelines as outlined in Aspect’s Safeguarding the People We Support policy and Code of Conduct.
* Complete mandatory Code of Conduct training and implement into day to day operations and practice.
* Be vigilant and maintain a heightened sensitivity to recognising signs of abuse, neglect or exploitation and escalate/report those signs/concerns.
* Escalate/report other staff practices which deviate from policy/procedure.

**Work health and safety**

All staff are required to:

* Take reasonable care for their own health and safety.
* Comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with legislative requirements.
* Report unsafe conditions or practices, and make suggestions to their manager on improving work, health & safety at Aspect.
* Participate in the staff consultation process about work health & safety matters.
* Understand and adhere to Aspect’s Code of Conduct.

**Reporting lines**

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| **Direct manager:** | Head of Fundraising |
| **Direct reports:** | Campaign Lead, Community Fundraising Lead |

**Essential Requirements**

* Relevant tertiary qualification/s and 7+ years’ experience in working in a fundraising environment.
* Strong people leadership
* Outstanding project management skills demonstrated through leading large-scale multi-channeled fundraising/marketing campaigns
* Excellent organisational, project coordination, relationship and customer service skills.
* Excellent interpersonal skills, capable of working in a team and independently.
* Creative thinker with ability to deliver/execute strategy intent.
* Solid analytical skills and experience.
* A self-starter with a disciplined and determined approach.
* Strong accuracy and attention to detail.
* Ability to juggle multiple deadlines with strong time management skills.
* Loves to engage with and delight supporters.
* Strong Microsoft Suite skills (Excel, Word, Outlook).
* A genuine passion for social change or disability sector. Open and comfortable about working in a neuro-diverse team.
* Working with Children Check and National Police Clearance (NSW) on job offer will be mandatory.

**Attributes and Capabilities**

The following attributes and capabilities are needed to perform the role effectively. There may be some overlap between the two groupings.

**Portfolio core values**

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| **Client and Supporter Focussed** | * We strive to inspire our supporters by understanding their expectations and motivations. Operates with an open, growth mindset. |
| **Collaboration** | * Working towards shared vision and goals. |
| **Integrity** | * Being honest and authentic with our supporters, clients and our team. |
| **Excellence** | * Operating a ‘best practice’ approach with a focus on continuous improvement. |
| **Creativity** | * Focussing on innovation to continuously improve our team processes. |
| **Data literate:** | * Uses information, insights and knowledge in a structured way to support the growth of fundraising revenue. |
| **Inclusive** | * Treats all individuals in a respectful and inclusive manner. * Removes barriers and fosters inclusion throughout all aspects of work. |

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| **Functional capacity requirements** | **Note:** Frequency refers to an approximate percentage of time in a typical shift or period on duty:  Rarely: Up to 7% Occasionally: 8% to 33% Often: 34% to 66% Continuously: More than 66% | |
| Requirement | Occasionally |
| Resilience to time pressure/workload | Continuously |
| Sitting | Continuously |
| Standing, Walking | Occasionally |
| Pulling, pushing, lifting <5kg, reaching, carrying | Rarely |
| Fine motor skills – keyboarding, writing | Continuously |