



## POSITION DESCRIPTION

Are you passionate about social justice and interested in making a difference in the lives of First Nations Australians?

If you are keen to work with The Torch supporting Indigenous artists to paint a brighter future for themselves and the community, then we are interested in hearing from you.

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<b>POSITION TITLE:</b>	<b>Fundraising &amp; Development Manager</b>
<b>CLASSIFICATION:</b>	Full time
<b>HOURS:</b>	5 days a week
<b>SALARY:</b>	\$85,000- 90,000 per annum Salary packaging available
<b>MANAGER:</b>	Reports to CEO

### The Torch

The Torch is a dynamic and creative not for profit, community organisation that provides art, cultural and arts industry support to Indigenous men and women whose lives have been impacted by the criminal justice system.

The core business of The Torch is to address the over-representation of First Nations Australians within Victoria's justice system through its *Indigenous Arts In Prisons and Community Program*. The Torch is an exciting and fast-growing organisation that has supported over 1,000 participants over the past 10 years.

### About the role

This is a significant, new leadership role supporting the next phase of development and growth for The Torch.

Within a team of 17 staff, this role will work closely with the CEO to design, implement and drive strategic fund-raising and a range of engagement and development initiatives to enhance The Torch's growth and impact.

### **Roles & Responsibilities:**

#### Fundraising & Development:

- Develop and implement a strategic fundraising plan, key performance indicators, financial goals, associated operational plans and budgets in consultation with the CEO and The Torch board
- Develop and implement an effective portfolio of fundraising programs and campaigns which may include; trusts, foundations, major donors, regular donors, bequests, corporate sponsorship, annual appeals, direct mail, web-based, social media, special events and community fundraising
- Review best practice and maintain a breadth of knowledge about current trends in fundraising, emerging issues and opportunities to inform fundraising strategies
- Develop policies and procedures to strengthen ethical and donor-centric fundraising practice in line with current industry best practice and ensure all legal and governance compliance
- Lead, engage and collaborate with relevant staff, Managers, and the CEO on strategic fundraising & development initiatives and projects
- Develop a comprehensive understanding of The Torch's people, mission and vision and advancement objectives to represent the organization in an engaging and culturally appropriate manner
- Manage and maintain productive relationships including stewarding donors, sponsors and potential financial supporters of The Torch
- Manage donor data, measure and report outcomes of fundraising activities, trends, projections etc. on Salesforce CRM
- Identify opportunities to enhance current customer satisfaction and grow our customers, including market research such as donor satisfaction surveys; potential donor identification, segmentation and profiling etc.
- Lead the production and writing of fundraising collateral in coordination with the Operations & Marketing Coordinator, CEO and external agencies as relevant
- Ensure consistency of style and tone across internal and external communications relevant to fundraising and relationship development

- Support Board members' fundraising activities
- Represent The Torch and engage with key stakeholders at key functions and events (exhibition launches, conferences etc.)
- Manage fundraising and development events and maintain integrity of The Torch brand
- Research and proposal writing for funding/grant opportunities
- Prepare grant acquittals and reports as required

#### Marketing:

- Identify and continually employ best practice digital marketing strategies and tools for donor acquisition and retention
- Collaborate with the Operations & Marketing Coordinator to ensure consistency of style across external communications to all Torch audiences

#### Staff management:

- Support opportunities to mentor, train and provide opportunities for Torch participants within and outside Fundraising & Development team

#### Financial management:

- Develop and manage the Fundraising & Development budget and track expenditure
- Develop and report on fundraising goals and targets, analyzing gifting history/trends etc.
- Other duties as directed by the CEO.

### **Key Selection Criteria**

#### ***Essential skills/requirements***

1. Highly motivated to achieve community development outcomes for First Nations Australians.
2. Demonstrated ability to develop strategic and operational fundraising plans and budgets for effective engagement with the philanthropic community, including setting KPIs and meeting organisational strategic objectives.

3. Demonstrated fundraising experience including online fundraising and success driving and sustaining a steep change in an organisation's fundraising performance.
4. Demonstrated ability to develop donor stewardship activities and initiatives that engage donors in the work of the organisation to retain, attract and grow donor base.
5. Superior interpersonal, verbal and written communication skills and proven success in building rapport with a wide variety of stakeholders, (community, business leaders and government representatives etc.).
6. Demonstratable skills in leadership, including problem-solving, analytical and decision-making abilities as well as the ability to work under pressure and to deadline.
7. Extensive experience using a CRM system (like Salesforce) and managing donor segmentation, prospect research, data analysis etc.
8. Ability to identify strategic opportunities and act with initiative.

### ***Desirable skills***

- Experience working with the First Nations Australians.
- Experience working for a not for profit, community organization.
- An understanding of the role of the arts in promoting community strengthening and well-being.

### **Application details**

***Aboriginal & Torres Strait Islander people are strongly encouraged to apply.***

Applications addressing the key selection criteria, your resume and a cover letter should be sent to [work@thetorch.org.au](mailto:work@thetorch.org.au) by **Friday 20<sup>th</sup> August 2021**.

Please forward any questions in relation to this role to [work@thetorch.org.au](mailto:work@thetorch.org.au) or call +61 39042 1236.

