

Position Title:	Partnerships & Philanthropy Manager
Position Number:	C010
Section:	Marketing and Fundraising
Award:	Non-award position
Award Level/Salary Range:	Negotiable based on proven experience

Approval

Signature of CEO: _____

Approval Date: _____

Date of Effect: November 2024

POSITION OVERVIEW

The Partnerships and Philanthropy Manager will play a pivotal role in securing essential funding for RSPCA ACT through corporate partnerships, trusts and foundations, mid-major donors, gifts in Wills, and grants. The successful candidate will support key fundraising programs and work collaboratively with internal teams and external partners to deliver impactful results. This role is crucial in driving sustainable revenue growth and enhancing our purpose to improve and support animal welfare and support our community.

POSITION OBJECTIVES

- To be committed to improve, uphold and achieve best practice animal welfare.
- Develop and implement strategies to secure and grow revenue from diverse funding sources, including corporate partnerships, trusts and foundations, mid-major donors, gifts in Wills, and grants.
- Build and maintain strong relationships with stakeholders and potential donors to enhance fundraising opportunities.
- Provide strategic oversight and management of corporate and donor engagement programs, supporting RSPCA ACT's mission.

DUTIES AND RESPONSIBILITIES**1. Strategy and Development**

- Lead the creation and execution of comprehensive strategies to engage corporate partners, trusts, foundations, gifts in Wills, and major donors, maximising funding potential across all programs.
- Support the regular giving program with the development of recruitment, retention, and reactivation initiatives that help meet KPI targets.

2. Fundraising and Revenue Generation

- Proactively secure funding from corporate partnerships, mid-major donors, grants, and gifts in Wills, ensuring that agreed fundraising targets and KPIs are consistently met.
- Manage and grow corporate programs such as workplace giving, sponsorships, and enclosure partnerships, driving revenue to support RSPCA ACT's work.

3. Relationship Management

- Cultivate and maintain strong, long-term relationships with key corporate partners, mid-major donors, gifts in Wills supporters, trusts, foundations, and stakeholders.
- Act as the primary point of contact for corporate partners, ensuring regular communication and stewardship to strengthen partnerships.
- Support the CEO and Executive Manager of Fundraising, Marketing & Communication (EMFM) in managing mid-major donor and gifts in Wills portfolios, ensuring seamless donor engagement.

4. Fundraising Program Support

- Manage and support various fundraising programs, including:
 - Mid-major giving, including identifying, stewardship and acquisition.
 - Grants, trusts, and foundations—researching opportunities, drafting proposals, and supporting the application and acquittal process.
 - Gifts in Wills, including stewardship, promotion, and acquisition.
 - Regular giving, providing assistance in developing new initiatives to sustain and grow the program.

5. Corporate Engagement

- Develop, implement, and manage corporate programs such as corporate experience days, office visits, workplace fundraising, and volunteering initiatives.
- Secure event and campaign sponsorships and enclosure partnerships.
- Coordinating with our internal teams to identify and maximise potential partnership opportunities.

6. Campaign and Collateral Development

- Design and implement compelling donor and partner cultivation campaigns, from initial contact to stewardship and solicitation.
- Produce professional collateral, including project proposals, prospectuses, reports, newsletters, and website content, to engage stakeholders and enhance RSPCA ACT's visibility.

7. Reporting and Compliance

- Monitor and report on the progress and impact of partnership and donor initiatives.
- Ensure timely and accurate reporting, acquittals, and compliance with donor and funder requirements.

8. National Representation

- Represent RSPCA ACT in national RSPCA working groups focused on partnerships, fundraising, gifts in Wills and grants.
- Provide strategic input and support to national projects and contribute to discussions in the absence of the EMFM.

9. Event Support

- Collaborate with the Community Education Engagement Officer (CEEO) to provide guidance and support for events, including venue sourcing, supplier coordination, and identifying sponsorship opportunities.
- Assist in the organisation and execution of supporter and corporate events.

10. Innovation and Continuous Improvement

- Identify new revenue streams and develop innovative initiatives to increase financial support from the Canberra community.
- Develop new ideas and programs to attract additional revenue and support, contributing to the long-term sustainability of RSPCA ACT's fundraising efforts.

11. Additional Duties

- Perform other duties as required by the EMFM or CEO to support the overarching goals of the fundraising and partnership teams.

ORGANISATIONAL RELATIONSHIP

The occupant of the position reports directly to the Executive Manager Marketing & Fundraising (EMFM).

The occupant of the position will work closely with the CEO.

The occupant of the position will be working closely with all members of the marketing and fundraising team.

FINANCIAL DELEGATIONS AND AUTHORITIES

Nil

QUALIFICATIONS & PERSONAL ATTRIBUTES

Qualifications & Experience

Essential

- Relevant bachelor's degree in a related field or relevant demonstrable experience.
- Experience with raising funds (or generating revenue) for a similar organisation (does not have to be a not for profit).
- Proven track record of successfully developing and managing partnerships.
- Strong understanding of nonprofit organisations and the broader social sector.
- Excellent communication and interpersonal skills.
- Ability to think strategically and develop creative solutions.
- Strong project management and organizational skills.
- Proficiency in Microsoft Office Suite and CRM software.

Personal Attributes

- Creativity, resourcefulness and entrepreneurial drive to deliver great promotions to generate revenue and attention.

- Organisational and time management skills that exceed most.
- Team player who is willing to get your hands “dirty” and can independently lead others to deliver successful events.
- Ability to work independently.
- Ability to perform well under tight deadlines and with competing priorities.
- Advanced interpersonal skills, including the ability to interact with a diversity of individuals from both within and outside RSPCA ACT.
- Attention to detail and a high level of accuracy.
- Ability to establish and maintain confidentiality in dealing with issues of a sensitive nature.
- Honest, reliable, resilient and willing to take direction.
- Flexibility to attend events and functions outside of regular 9am-5pm working hours.
- Sound understanding or ability to acquire understanding of and commitment to Respect@Work, EEO and WHS principles and practices.

CONDITIONS OF EMPLOYMENT

Detailed conditions of employment are set out in the occupant’s contract of employment.

Adherence and compliance with the RSPCA ACT Code of Professional Conduct.

Adherence and compliance with all RSPCA ACT policies and procedures as amended from time to time.

Willingness and flexibility to work outside set working hours on occasion.

Travel within Australia may be required from time to time.

WORKING ENVIRONMENT AND RSPCA EXPECTATIONS

There is a possibility of exposure to

- infectious organisms
- animal waste
- allergens
- chemical materials requiring Work Health Safety Data Sheets
- hostile persons
- vicious animals.

You need to be willing to work weekends, some nights and public holidays.

You will be expected to maintain a neat and well-groomed personal appearance.

You will be required to attend staff training sessions and staff meetings.

You must demonstrate a commitment to maintaining a safe and healthy site environment for staff, clients and visitors.

You will be expected to implement and promote the policies and positions of RSPCA.

You need to demonstrate cooperative work practices and make a contribution to a positive culture.

SELECTION CRITERIA

Essential

1. Revenue Generation and "Closing the Deal" Experience:

Can you provide an example of a successful deal you have secured? Please describe your approach to identifying the opportunity, developing the proposal, and how you ensured the deal was successfully closed to meet your revenue targets.

2. Relationship Management Experience:

Building and maintaining strong relationships with corporate partners, donors, and stakeholders is critical to this role. Can you share an example of how you've nurtured and managed a long-term relationship, and how it contributed to achieving your revenue generating goals?

3. Inspiration and Motivation for Cause-Related Work:

Working in the nonprofit sector often requires passion and commitment. What motivates you to work in cause-related fundraising, and how do you maintain that drive when faced with challenges or competing priorities?

DOCUMENT CONTROL

Version Number: 5.0
Future Review Date: As needed

History

Date	Title	Notes
25 February 2016	Marketing Coordinator - Fundraising and Promotions	Newly created position
27 January 2017	Events and Promotions Coordinator	Title change and duties amended
4 January 2018	Events and Fundraising Officer	Title change and duties amended
July 2020	Events and Partnerships Coordinator	Title change and duties amended
July 2022	Partnerships Manager	Change in title & duties
July 2024	Partnership & Philanthropy Manager	Change in title & duties
Nov 2024	Partnership & Philanthropy Manager	Change to objectives, criteria & key responsibilities