

Position Description

Position Title: Head of Partnerships, Investments & Communications (PIC)

Location: Melbourne

Tenure: 1 -2 years

Classification: Director

Position Summary

The Head of Partnerships Investments and Communications is responsible for the creation and implementation of an income generation strategy that aligns with the overarching approach of Children's Ground to ensure sustainability and growth. The Head of PIC will be responsible for investment growth while working closely with the CEO to ensure relationships with donors and supporters are carefully and strategically managed.

Key responsibilities of the Head of PIC are to

- Lead and co-ordinate Children's Ground's major gifts, ambassador, corporate partnership, and bequest programs and oversee Children's Ground store operations
- Lead and coordinate grant management (submissions and reporting)
- Responsibility of the PIC financial management, internal reporting and systems development
- Manage and coordinate ambassador program
- Set and monitor PIC KPIs and targets.
- Oversee campaigns and general giving, mid-level gifts, and events
- Oversee communications operations.

The Head of PIC develops key grant submissions and reports, and will develop and manage key major donor, government, corporate partner, ambassador and potential bequest benefactor relationships.

They will directly manage PIC team members to ensure effective team leadership and support for the PIC team.

Key Relationships

Reports to: CEO

Direct reports: All PIC staff

Key Internal liaison: Head of Government Relations, Director, Strategy and Development, CG Directors Children's Ground Team

Key External liaison: Philanthropists, donors, government agencies, corporate organisations, local organisations, ambassadors.

Key Responsibilities

1. Strategic

- Develop and deliver the Children's Ground Partnerships, Investment and Communications Strategies in alignment with the organisation's existing overarching growth strategy with key milestones and targets agreed.

- Ensure clarity and consistency in the development and use of messaging and storytelling in order to provide a cohesive CG narrative to investors and other audiences.
- Develop an appropriate revenue mix across philanthropic and other fundraising income streams to ensure short, medium and long-term income.
- Develop and implement strategic plans to grow philanthropic, corporate, government and donations income and increase lifetime donor value and acquisition across all funding channels
- Use data and insights to develop existing and new fundraising products and initiatives.

2. Leadership

- Lead and inspire a team to ensure high performance and best use of self
- Build and protect the cultural, ethical, and corporate social responsibility of Children's Ground.
- Maintain and support an organised and professional environment.
- Lead, develop, and support staff to contribute to the success of the functions ensuring all staff understand their job descriptions and have achievable and realistic development plans in place.
- Mentor First Nation staff in being able to contribute and lead in the function

3. Fundraising and Income Targets

Provide strategic direction and operational oversight in the areas of Government and philanthropic funding, including corporate partnerships, bequests, and individual giving.

Achieve PIC annual income targets by supporting the team and team members to achieve their targets, and through the Head of PIC's own efforts with a focus on the following

Major Donors

- Research, identify, and cultivate relationships with new individual major donors and generate the materials required to secure high level donations and meet targets for growth from this revenue stream, working in partnership with the CEO.
- Develop and implement strategies for donor relations and management, strengthening relationships with existing individual major donors.
- Ensure the further development and deepening of existing fundraising relationships, in partnership with the CEO.

Trusts and Foundations

- Research, identify, and generate the materials required to secure/maintain significant grants from philanthropic bodies to support specific Children's Ground campaigns, projects and organisational needs.
- Leverage your knowledge of the Australian philanthropic community and relationships to enable the creation of new long-term relationships for Children's Ground.
- Ensure the further development and deepening of existing fundraising relationships, in partnership with the CEO.

Fundraising – General

- Identification of aligned corporate partners and to secure medium to long-term funding agreements, to ensure growth in this area.
- Strategic development and implementation of a bequest program to engage potential participants to support medium and long-term funding requirements.
- Audit of existing revenue streams, understand the data and build on Children's Grounds individual giving program to ensure potential is maximised for income growth.
- development of Children's Ground general fundraising strategy and materials.
- the development and delivery of Children's Ground fundraising events.

Campaigns, events and initiatives

- Working collaboratively with Children's Ground senior leadership, develop and oversee implementation of compelling "call to action" campaigns that engage potential investors and donors, raise Children's Ground's profile, and result in net investment gains for Children's Ground.
- Develop regular communications to partners and donors that build and sustains the partnership relationship.
- Organise and oversee supporter events that build and sustain relationships and develop lasting partnership arrangements of mutual benefit.
- Oversee the conduct of fund-raising events.
- Lead research, planning and action to convert mid-level donors to major donors.
- Review, develop, implement and deliver innovative fundraising initiatives
- Collaborate with Children's Ground staff to leverage funding opportunities.

Grant management

- Coordinate the preparation of written applications, proposals and/or pitches, and for a wide range of potential private, corporate, government and individual donors.
- Ensure timely, quality reports are provided as required in funding agreements.
- Write key grant submissions and reports.

5. Communication and marketing

Provide strategic direction and operational oversight of communications and marketing.

Support the team and team to achieve their KPI's aligned with strategy and operational plans with a focus on the following:

Ambassador, corporate partnership and bequest programs

- Support the communications coordinator to lead and co-ordinate Children's Ground's Ambassador, corporate partnerships, and bequest programs.
- Support the communications coordinator to develop and nurture long term relationships with allocated Ambassadors, corporate partners and potential bequest benefactors.

Communication

- Oversee and support the communications coordinator in the following:
- communications operational planning and execution
- external media – old and digital
- production of regular stakeholder communications.
- major reporting obligations such as annual report and community reports are met by providing leadership, mentoring, delegation and project management to the team

- development and implementation of communications policies for Children's
- build the external profile of the organisation

6. Children's Ground enterprise and store

- Oversight management of the Children's ground store
- Support the Children's Ground enterprise function to develop and grow sustainable enterprise and income.

4. Quality & Risk Management

- Ensure PIC strategy and operations align with the Children's Ground Approach and values, and that all activities are delivered with quality and integrity.
- Ensure risk management policies and systems for the functions are up to date, and compliance with these and with relevant regulations, laws and standards
- Operate within the requirements of Children's Ground philosophies, policies and procedures as well as regulatory requirements.

7. Staff management and support

- Lead the recruitment, management, training and development of PIC team members in collaboration with the Director PIC Strategy, and supported by People & Culture
- Manage any human resource matters as they arise within the Partnerships, Investments and Communications.

8. PIC Planning, Monitoring and Reporting

- Preparation of regular progress updates against strategic plan, KPI's and targets to the Children's Ground CEO and Board.
- Monitoring, evaluation, and reporting on the effectiveness of individual fundraising initiatives and campaigns.
- Oversee the maintenance and development of donor and customer relations management systems to support fundraising activities, including supporter database segmentation and management.
- Lead the delivery of PIC annual operational plans.
- Lead the development of metrics, KPIs and targets for PIC
- With the support of the Finance Director budget and manage the resources for the Partnerships, Investments and Communications functions and ensure expenditure remains within budget.

9. PIC policies and systems

- Ensure PIC's policies, processes and systems enable the effectiveness, efficiency of sustainability of fundraising and communications operations.
Ensure the CRM is used effectively to maintain an accurate, up-to-date database in relation to external stakeholders.

10. Contribute to Children's Ground

- Ensure safe work practices and a safe work environment are maintained at all times in accordance with Children's Ground policies.
- Oversee all fundraising policies and procedures with an ongoing commitment to organisational improvement for the pursuit of excellence.

- Being helpful, respectful, approachable and team oriented; building strong working relationships and a positive work environment.
- Ensure that the database is structured to meet the organisation's needs and to ensure data privacy/security.
- Ensure external fundraising and marketing activities comply with legislation.
- Adhere to the Children's Ground Code of Conduct.
- Compliance with the Children's Ground Child and Youth Risk Management Strategy to ensure the safety and wellbeing of children and young people.