

POSITION DESCRIPTION

# Relationship Fundraising Manager



**TEAR AUSTRALIA**

**DEPARTMENT** Australian Program Team

**LOCATION** TEAR's National office, Blackburn, VIC

**REPORTS TO** Fundraising Coordinator

**DIRECT REPORTS** None

**TYPE** 4 or 5 days per week

**LAST UPDATED** November 2018

**POSITION PURPOSE**

TEAR's Relationship Fundraising Manager has a ministry in building tailored relationships with TEAR's Christian supporters and prospective supporters that are capable of making gifts of \$10,000 and higher. Specifically the role will establish activities including strategy, planning, goal setting, prospect research and cultivation, relationship management, and performance measurements, with a focus to secure increased income year on year to support our work of justice around the globe.

**POSITION ACCOUNTABILITIES**

RESPONSIBILITY	OUTCOME	
<p><b>TEAR MISSION AND VALUES</b> This position supports TEAR's Australian program strategy to inspire and empower Australian Christians to respond to poverty and injustice. This role specifically furthers TEAR's values of relationships, justice and the poor.</p>	Strategies are implemented that improve the experience of supporters engaging with TEAR leading to growth in their knowledge and biblical response to global poverty. Supporters with capacity will demonstrate a greater propensity to generously support TEAR.	Fundamental
<p><b>Supporter stewardship</b></p> <ul style="list-style-type: none"> <li>Develop personalised strategies and tactics for identifying, cultivating and 'making an ask' to major supporter portfolio</li> <li>Implement relationships with supporters by face-to-face, phone and email to maximise engagement with TEAR</li> <li>Assist the National Director where the key relationship with supporter sits with that role</li> <li>Program reporting is provided to major supporters as agreed/appropriate</li> </ul>	<ul style="list-style-type: none"> <li>Cultivation plan created, implemented and tracked for each supporter</li> <li>Structured and intentional engagements take place and recorded which reflect TEAR's Christian identity and biblical views of giving and justice</li> <li>Collaborative relationship management results in highly personalised engagements with supporter</li> <li>Biannual reporting provided – format/channel tailored as required</li> </ul>	55%
<p><b>External supporter acquisition</b></p> <ul style="list-style-type: none"> <li>Research prospective supporters and develop engagement strategies</li> <li>Support other TEAR staff, board members and volunteers to develop approaches to prospective supporters in respective Christian networks</li> <li>Present major gift asks/proposals of \$10,000+ to prospective supporters</li> </ul>	<ul style="list-style-type: none"> <li>Cultivation plan created and implemented for each prospective supporter which reflects a biblical call to justice</li> <li>Effective working relationships and collaboration sustained with key TEAR representatives that enable</li> </ul>	15%

	<p>them to approach their Christian networks</p> <ul style="list-style-type: none"> <li>Tailored asks are made to prospects &amp; tracked in CRM</li> </ul>	
<p><b>Strategy and planning</b></p> <ul style="list-style-type: none"> <li>Implementing the approved major gifts strategy and develop future strategies.</li> <li>Define a portfolio of major supporters including active, lapsed and prospective supporters</li> <li>Work with database team to implement a moves management measurement in Salesforce</li> <li>Develop fundraising offerings to reflect program funding needs and theological framework for giving</li> </ul>	<ul style="list-style-type: none"> <li>Major gift strategy is developed and executed</li> <li>Portfolio created using key indicators of high value capacity and giving propensity</li> <li>Measurement tool is implemented and learning from results applied for continuous improvement</li> <li>Suite of proposals, and reporting regime established</li> </ul>	<b>10%</b>
<p><b>Supporter recognition and acknowledgement</b></p> <ul style="list-style-type: none"> <li>Coordinate thank you and acknowledgement activities tailored to each major supporter including individual meetings, phone calls, and small events</li> </ul>	<ul style="list-style-type: none"> <li>Donation thank yous are efficient, prompt and personalised. Birthdays, Christmas, Easter, special anniversaries etc. are acknowledged</li> </ul>	<b>10%</b>
<p><b>Organisational citizen</b></p> <ul style="list-style-type: none"> <li>Provide visibility of performance of major gifts program to supervisor and staff</li> <li>Participate in the spiritual life of TEAR</li> </ul>	<ul style="list-style-type: none"> <li>CRM dashboards, reports and supporter plans are maintained, and accessible to senior management</li> <li>Lead devotions as part of a roster</li> </ul>	<b>10%</b>

## POSITION REQUIREMENTS

<b>MUST HAVE</b>	<ul style="list-style-type: none"> <li>Commitment to TEAR's Christian vision and values and a working style that reflects these</li> <li>Ability to build rapport quickly; excellent interpersonal skills and demonstrated success engaging with supporters</li> <li>High emotional intelligence; aware of impact on others, can recognise cues and adjust approach for a diverse audience</li> <li>Understanding of fundraising principles</li> <li>Experience with gifts higher than \$10,000, in personal solicitations, portfolio management and the preparation of proposals and reports</li> <li>Good knowledge of the Australian Christian community and church landscape is necessary.</li> </ul>
<b>HIGHLY REGARDED</b>	<ul style="list-style-type: none"> <li>High level of maturity and ability to exercise discretion in handling sensitive information and maintaining confidentiality</li> <li>Demonstrated attention to detail, working under own initiative to strict deadlines, and managing accounts and projects simultaneously</li> <li>Recognised fundraising qualifications and a commitment to personal development</li> </ul>

Everyone at TEAR is responsible for workplace safety both in terms of their own behaviour and taking action to resolve safety issues they become aware of.

The Relationship Fundraising Manager will at all times carry out her/his responsibilities with due regard to TEAR Australia's commitment to safeguarding children in accordance with TEAR's Safeguarding Children Policy.

TEAR values diversity and each staff member is expected to demonstrate a commitment to gender equality.

#### KEY POSITION RELATIONSHIPS

##### Internal

- Australian Program Coordinator
- Australian Program Leadership Team
- Fundraising Coordinator
- Education & Communications Staff
- Finance and Administration Staff

##### External

- TEAR Supporters
- Australian Christian community
- Prospective supporters

#### TEAR MISSION

TEAR Australia is a Christian development, relief and advocacy organisation responding to global poverty and injustice.

Our vision is for a just and compassionate world in which all people have the opportunity to achieve their God-given potential. We will

- *Inform, challenge and empower Australian Christians to make biblically-shaped responses to poverty and injustice.*
- *Support community-based Christian groups, churches and mission organisations around the world as they work holistically with poor communities in development, relief and advocacy.*
- *Adhere to biblical teaching, and evaluate our work and attitudes in its light.*
- *Maintain a low-cost administration regime in order to maximize the funds allocated to project partners.*

#### TEAR VALUES

As a faith-based Christian organisation, TEAR Australia seeks to adhere to biblical teaching and evaluate work and attitudes in its light. Consequently TEAR Australia aspires to the following values:

A commitment to the poor

A commitment to the whole person

A commitment to justice

A commitment to prayer

A commitment to relationships

A commitment to participation

A commitment to excellence

A commitment to learn from others

A commitment to collaboration

A commitment to accountability