

Position Description

Position Title	Individual Giving Manager
Location	Brisbane / Sydney / Melbourne
Team	Development team
Employment Status	Permanent
Salary Band	Program Manager, Level 2
Reports to	GM, Development
Direct Reports	0

PURPOSE OF POSITION DESCRIPTION

The purpose of this position description is to document the purpose, desired candidate attributes and key responsibilities encompassed within the role. The key areas of responsibility and performance indicators are tied to performance review and career development. This document should be reviewed annually as changes in the organisation may result in the need to update the position description.

SECTION 1

OUR VISION

Lung Foundation Australia enables life-saving lung health and lung cancer research, and champions programs so that Australians with lung disease and lung cancer can live their best life.

OUR MISSION

By 2030, Lung Foundation Australia will be recognised as one of the world's most innovative and effective lung health charities and a fearless leader of lung health and lung cancer policy, programs and research.

STRATEGIC PILLARS

- Healthy lungs for all
- Australia's lung health research funding incubator
- Impactful and meaningful lung disease programs and support
- Valuing our people
- Purposeful leadership and ethical governance.

LUNG FOUNDATION AUSTRALIA VALUES

Our values are represented by **BE FAIR**

- **Bold** | be proactive and take risks that achieve our Mission.

- **Entrepreneurial** | be focused on outcomes and strive to find new ways of working, remembering we are profit-for-purpose.
- **Fair** | be equitable and work in the interests of all our stakeholders, particularly patients and their carers.
- **Agile** | be responsive and proactive to create positive change.
- **Innovative** | be inventive and find new ways of doing things that achieve our Mission.
- **Respectful** | be honest and work hard every day in every way – we are funded by the community they should expect nothing less.

OUR TEAM

Lung Foundation Australia is an award-winning profit for purpose organisation and national peak health and advisory body. Lung Foundation Australia aspires to be an Employer of Choice. Lung Foundation Australia is entering a period of accelerated growth consolidating three years of strong performance which saw the Foundation named Non-Government Organisation of the Year in 2020 and The Voice Projects Best Place to Work in 2020 and 2021. Before applying we encourage you to learn more about our Mission and impact by reading our Annual Impact Report <https://lungfoundation.com.au/about/annual-reports/>

We operate from three offices: Brisbane (Corporate Office), Sydney (fundraising) and Melbourne (research) with a national footprint established by our support and research programs. We are committed to work life balance and flexibility in the workplace.

As our impact grows with increased government and community funding so does our team and our army of volunteer supporters. Over the next three years, Lung Foundation Australia is anticipated to increase its headcount by 50%+ as new offices are opened, and new projects are commenced.

SECTION 2

PURPOSE OF THIS ROLE

The Individual Giving Manager is responsible for the development and execution of a comprehensive individual giving program to increase Lung Foundation Australia's individual giving portfolio and support. The individual giving portfolio currently includes cash gifts, direct marketing appeals, digital, regular giving and the organisations first Giving Day. The Individual Giving Manager will grow our supporter base and deepen our engagement with donors, bringing increased rigour to acquisition and retention strategies and increasing the donor pool and income.

SKILLS, QUALIFICATIONS AND KEY ATTRIBUTES REQUIRED (KEY SELECTION CRITERIA)

Qualifications

- A minimum of three years' experience managing individual giving programs with evidence of donor acquisition and retention.
- BA/BS preferred.

Experience

- Success in revenue and supporter growth through strategic fundraising activities.
- A proven track record and success in designing and managing multi-channel appeals to acquire new donors and retain existing donors.
- A demonstrated track record of meeting and exceeding income targets.
- Stakeholder and supplier management, ensuring each campaign is delivered to approved budgets, timelines and quality standards.
- Proven applied knowledge of analytics, data and databases for supporter acquisition, engagement and retention purposes.
- Demonstrated financial and analytical literacy and experience in managing expenditure budgets.
- Ability to manage multiple projects, perform under pressure and adhere to strict deadlines whilst maintaining a high level of attention to detail.

Knowledge and Skills

As the ideal candidate, your skills and attributes include:

- Highly developed written and verbal communication skills, with the ability to communicate effectively to a range of different audiences.
- Excellent interpersonal skills, with the ability to build relationships across a diverse range of stakeholders, internally and externally.
- Proven ability to work autonomously and cross-functionally across teams.
- Ability to effectively and efficiently manage multiple workplans and priorities simultaneously.
- Experienced use of Microsoft Office software, Sharepoint and strong capability with donor database software such as Salesforce.
- Ability to travel interstate to other office locations as required.

As part of your induction process you will be required to undertake the following:

- National Police Check
- Working with Vulnerable Persons Check

KEY AREAS OF RESPONSIBILITY AND PERFORMANCE INDICATORS

The major areas of work, organised as key areas of responsibility and performance indicators, are outlined in this section.

Key Areas of Responsibility	Performance Outcomes
Strategy, leadership and program development	<ul style="list-style-type: none"> • Lead the development and implementation of individual giving plans and budgets to grow donations income.

	<ul style="list-style-type: none"> • Prepare annual business plans, risk management plans and budgets for the individual giving program. • Identify and investigate opportunities to adopt new and innovative programs to grow fundraising revenue. • Collaborate with the Community Fundraising Coordinator and Bequest and Major Gifts Officer to align and integrate plans across all segments.
Program Management	<ul style="list-style-type: none"> • Work collaboratively with Marketing to develop and execute marketing and communications plans relating to appeals, regular giving and giving day and to optimise opportunity to create donation asks. • Project manage campaigns end to end, ensuring issues are flagged in a timely manner, deadlines are met, and post campaign reviews are completed. • Develop and own an ongoing journey for regular donors to maximise retention and increase individual donations. • Proactively manage supplier and agency support including design, mailhouse, digital etc.
Donor Engagement	<ul style="list-style-type: none"> • Manage donation enquiries. • Deliver exemplary donor care to donors up to and including mid-level donors. • Work collaboratively with the Bequest and Major Gift Officer to identify and support engagement of major donors and bequestors. • Manage Lung Foundations donor stewardship campaigns including the establishment of a donor newsletter program. • Work across the LFA teams to seek opportunities to deepen supporters' engagement.
Reporting and Analysis	<ul style="list-style-type: none"> • Manage and monitor budgets, tracking income and expenses and deliver reports to ensure strategic and operational oversight is being provided. • Ensure a data-driven approach is in place for decision making, with emphasis on segmentation models, donor research and data integrity. • Provide monthly reporting on all Individual Giving programs and present key updates at management and team meetings as required • Ensure campaigns are executed on time, KPI's are achieved, and campaigns are within budget. • Ensure Lung Foundation Australia's database is kept to date with accurate information at all times.

<p>Team contribution and effectiveness</p>	<ul style="list-style-type: none"> • Positive contribution to team environment through the demonstration of behaviours that reflect Lung Foundation Australia values – BE FAIR. • Work in a consultative manner with the senior leadership team and in collaboration with broader team to achieve goals. • Work synergistically within and across teams of Lung Foundation Australia. • Regular cross-organisation communication of program activity. • Participation in Lung Foundation Australia events and meetings as required. • Compliance with Lung Foundation Australia values, policies, procedures and statutory obligations.
<p>Workplace Health & Safety (WHS)</p>	<ul style="list-style-type: none"> • Compliance with legislative and Lung Foundation Australia WHS Policy. • Ensure a safe working environment for self and others, including when working from home.

**SECTION 3
REPORTING RELATIONSHIPS**

This is one of several positions reporting to the General Manager, Development.

EXTERNAL RELATIONSHIPS

This position works with a variety of internal and external stakeholders to deliver projects and activities.

Additional Notes

- Flexible work life balance opportunities and processes including working from home and flexible rostering applies, in consultation with your Manager.
- LFA has paid parenting leave including superannuation (16 weeks) in addition to government support.
- Generous leave provisions including 4 weeks of annual leave, 2 weeks of personal/carer's leave, 4 mental health days (one per quarter), 10 days domestic violence leave and 10 days COVID leave.
- You may retain all frequent flyer points to be used at your discretion.
- Generous professional development allowance per annum.
- An Employee Assistance Program (EAP) is funded by the employer for business and private access.

SECTION 4

PERFORMANCE APPRAISALS

Performance review and career development discussions will take place six monthly with the General Manager, Development.

SECTION 5

ACCEPTANCE OF POSITION DESCRIPTION

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties may be assigned that are not listed in the position description.

My signature below indicates that I have reviewed, accepted, and received a copy of this position description.

(Employee name)

Date

Version control

Approved by CEO
Review date

May 2022
July 2023