

<b>JOB TITLE:</b>	Community Fundraising Manager
<b>DEPARTMENT:</b>	Fundraising
<b>JOB HOLDER:</b>	to be appointed (new role)
<b>REPORTS TO:</b>	Senior Fundraising Manager – Gifts in Wills and Community
<b>STATUS:</b>	Permanent 1.0 FTE

### **JOB PURPOSE**

The Community Fundraising Manager is responsible for driving revenue by building and maintaining the Community Fundraising product, driving growth through the development and implementation of fundraising activities including third party fundraising, community partners including beneficiary events, Fundraisin, Grassrootz and I=Change.

This role guides the relationship management approach to ensure a positive, personalised and engaging experience for all peer-to-peer fundraisers.

The role will manage retention and ongoing engagement of community supporters with the aim of growing revenue and increasing supporters lifetime value and alignment with MSF's values.

The role works closely with the Senior Fundraising Manager – Gifts in Wills and Community to develop Community Fundraising strategy and is responsible for the delivery of that strategy.

The role will contribute to all fundraising and engagement activities as agreed.

**DIMENSIONS**

**Financial:**

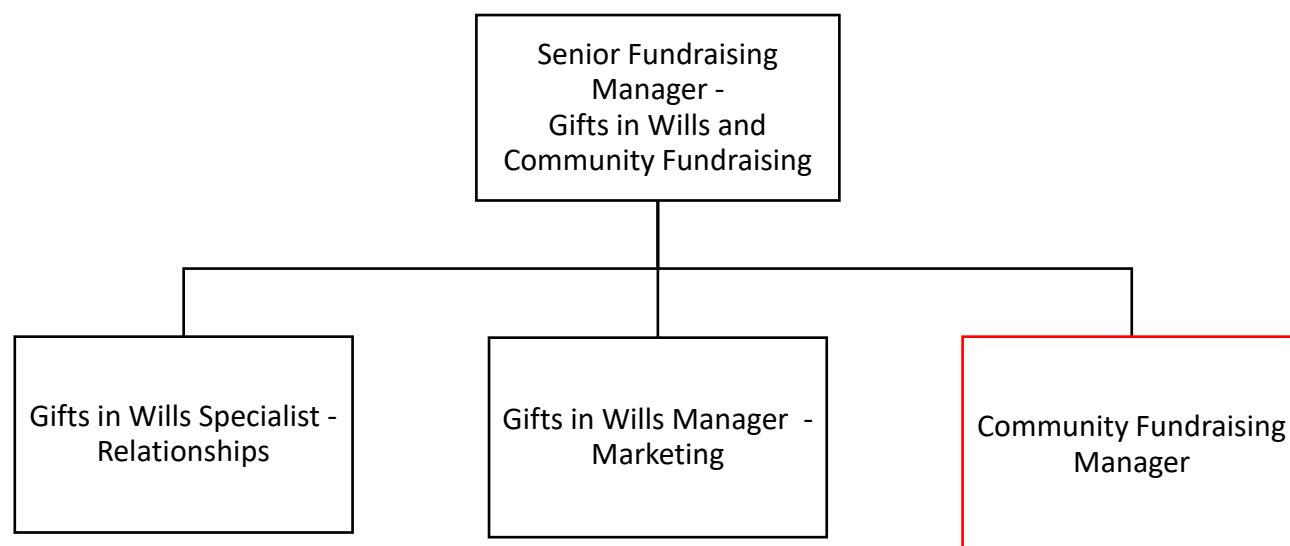
Responsible for meeting an annual revenue target and expenses.

**Staff:**

None – works collaboratively with the Gifts in Wills Manager –Marketing

**Other:** Collaborate with all fundraising teams at MSF, including international colleagues and teams to further fundraising goals and the mission. Working with supporters and external fundraisers to deliver compliant and successful fundraising activities.

## **ORGANISATIONAL STRUCTURE**



## **CONTEXT**

- The Community Fundraising Manager works in the Gifts in Wills and Community Fundraising Team, part of MSF's broader Fundraising team.
- This team is responsible for the development and implementation of integrated strategies to increase Community and Gifts in Wills activity.
- The Community Fundraising Manager will have a focus on activating, managing and engaging community fundraisers to maximise fundraising potential, they will also identify opportunities in the market to leverage Community Fundraising.
- The Community Fundraising Manager will also support the Gifts in Wills Marketing Manager on strategies to acquire and support new community fundraisers

## **ACCOUNTABILITIES**

- Working with the Senior Fundraising Manager- Gifts in Wills and Community Fundraising, develop a Community Fundraising strategy for Australian and NZ markets.
- Implement the Community Strategy to attract, retain and engage Community Fundraisers to increase income from existing and prospective supporters
- Develops and implements new community Fundraising initiatives and propositions that aim to grow the peer-to-peer portfolio and bring in new donors to MSF

## **KEY PERFORMANCE INDICATORS**

- A robust, effective and ambitious Community Fundraising Strategy is developed
- MSFA's Community Fundraising Strategy is implemented as agreed.
- Meet agreed acquisition, retention and upgrade targets
- Meet the agreed targets as per the Community Fundraising strategy
- Reporting is clear, accurate, and completed to an agreed standard.
- Projects are managed and completed in a timely manner and agreed standard

<b>DATE:</b>	<b>03/06/2025</b>
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<ul style="list-style-type: none"> <li>➤ Guides and implements the relationship management and supporter experience approach to grow and retain community fundraisers</li> <li>➤ Manages external partners and third-party fundraising platforms to ensure effective delivery of campaigns and data</li> <li>➤ Ensures all community fundraising activations are safe, ethical and aligned with MSFs policies and guidelines, and reflect fundraising best practice</li> <li>➤ Leads the development of forecasts and budgets with the assistance of the Senior Fundraising Manager – Gifts in Wills and Community</li> <li>➤ Reporting on progress against agreed plans and toward targets.</li> <li>➤ Strong collaboration with team members, other teams, and departments, including the broader Engagement team, working closely with Communications and Digital to ensure seamless integration and a unified approach.</li> <li>➤ Compliance with all relevant fundraising regulations, MSFA Editorial standards, and ethical practices.</li> </ul>	<ul style="list-style-type: none"> <li>➤ The Community Fundraising Manager integrates well across the department and the rest of the organisation.</li> <li>➤ Supplier are managed effectively to meet agreed work</li> <li>➤ Activities are in line with legislation and standards</li> </ul>
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### **CHALLENGE & CREATIVITY / DECISION-MAKING**

- Driving Growth of Community Fundraising in an increasingly competitive market
- Achieving performance and budget targets across a relatively 'new' area of fundraising to (MSF Australia and MSF New Zealand)
- Protecting the MSF brand and ensuring safe and ethical practices by third-party fundraisers
- The geographical dispersed nature of MSF Australia and MSF New Zealand requires excellent relationship management skills
- Maintaining knowledge of MSF strategic objectives and activities and communicating this to donors in an engaging and meaningful way.

### **KNOWLEDGE, SKILLS & EXPERIENCE**

- Demonstrated experience managing a community fundraising program
- Experience and having the confidence to speak with donors
- Experience with working with a large number of stakeholders, delivering complex projects to deadline.
- An understanding of broad fundraising principles and industry practices.
- Demonstrated ability to build and maintain strong relationships with internal and external stakeholders.
- Ability to understand and interpret data to inform activities.
- Ability to communicate and manage the goals of the organisation in conjunction with supporters, to obtain the best outcome for both, always within the missions, values and strategy of MSF.
- Great team working ethic.
- Strong communication and interpersonal skills, with the ability to articulate complex ideas in a clear and concise manner.
- A dynamic and results-driven self-starter;
- Outstanding organisation and administrative skills, including ability to manage multiple relationships and projects simultaneously.
- Experience in Community Fundraising preferred but not required

### **COMPETENCIES**

- Lead by example. In MSF- Australia, the following five values form the foundations of our culture: **T**ransparency, **R**espect, **U**nderstanding of Diversity, **S**tepping In and **C**ollabora**T**ion. As a leader, your behaviours and actions are expected to consistently reinforce these values

<b>DATE:</b>	
<b>Signed: (Job Holder)</b>	
<b>Signed: (Manager / Director)</b>	