



MANAGER, FUNDRAISING



POSITION:	Manager, Fundraising (full time)
RESPONSIBLE TO:	National Manager, Development
DIRECT REPORTS:	1 (Fundraising and Events Coordinator)
CONTRACT DURATION:	Permanent

Reach is a for-purpose youth organisation that aims to improve the wellbeing of young people so they can get the most out of life.

OUR VISION

That every young person has the support and self-belief they need to fulfil their potential and dare to dream.

OUR MISSION

To encourage young people, no matter what their circumstances, to believe they can achieve.

WHO ARE THE CREW?

The Manager Fundraising works regularly with Reach's crew, who are accredited as Facilitators in Training and Facilitators (FITs and FACs). The Reach Crew is a group of young people who are committed to creating, designing, and delivering experiences for other young people to learn more about themselves and connect with others. The Reach Crew consists of both volunteers and casual employees.

Being young is not without its struggles. Today's world is pretty complex and young people can experience a bunch of challenges that adults might not be able to relate to. One of the biggest hurdles is just having the confidence and support to be who they want to be.

There are currently over 4 million young people living in Australia, and Reach works with over 40,000 of them a year. We have over 250 of them working for us; designing and delivering workshops in schools and the community. Our workshops are 100% youth-led, from design through to delivery, and the community we create out of these workshops is one that allows for deeper connection, a sense of belonging, and the dispelling of judgements. A preventative, instead of having to focus on symptoms in adult life.

OUR CORE VALUES

INSIDE AND OUT

Live our work. Champion our values inside and outside the walls of Reach

GIVE A SHIT

Always give a shit by caring about yourself and others. Stay curious, challenge yourself and always look for what's under the surface

BE YOUR WORD

If you say you're going to do it, then do it

PRACTISE THE MAGIC

Create moments of pure connection that give you goose bumps

STAY YOUNG

Being young is awesome and we need to hold onto that; our innocence, our risk taking and our love of life

SPEAK YOUR TRUTH

If you have something to say then say it, even if it might be the unpopular opinion. Just be yourself, don't conform

WHO ARE YOU?

You are an experienced and committed fundraising professional, able to connect with a wide range of individuals to support (and where possible, extend) their fundraising activities. You thrive off creating outstanding appeals, are at the forefront of community fundraising initiatives and go hand-in-hand with your CRM database. No task is too small, or opportunity too large for you and this important portfolio.

PURPOSE AND FOCUS OF THIS ROLE

The Manager, Fundraising is a member of the Development team, which is based in Victoria with staff and activities also in NSW. The Development team currently comprises eight members, working across corporate partnerships, community fundraising, individual giving, trust & foundations and major gifts, and events. This team is responsible for attracting, retaining and reporting to the stakeholders who provide funding to deliver Reach's programs. A substantial part of Reach's funding for these programs comes from the community sector, and the development of ongoing support from individuals and the community is vital to our continued ability to deliver and grow our programs.

This position plays an important role in ensuring the future viability and growth of Reach by broadening and strengthening our fundraising base through the development of strong and lasting relationships with our individual donors & community fundraisers. The Manager, Fundraising is responsible for identifying, securing and retaining strong financial support through individual giving and community fundraising initiatives, including multiple appeals, general donations, regular giving and large-scale fundraisers (Larapinta Trek and MFC Round for Reach). Reach benefits from loyal, long-standing support because of its focus on mutually-beneficial relationships with high levels of engagement in Reach events and programs. The Manager, Fundraising has the overall responsibility for a large portfolio supported by the Fundraising Coordinator.

ACCOUNTABILITIES

In this position you will be required to provide and demonstrate a high level of communication, administration and coordination skills, consistent with Reach philosophy and policies, and model and support the Reach values and mission.

1. Manage & support individuals & community fundraising initiatives

- Overseeing the processing of all donations - online, once off, regular and direct deposit, through eTapestry
- Manage all receipting and acknowledgements, including content creation and ensuring distribution in a timely manner
- Reconcile and maintain relationships with third party fundraising platforms including Grassroot and Everyday Hero.
- Ensure all donors to Reach, either directly or indirectly, are captured and up to date in eTapestry
- Assisting with the preparation of timely written reports, newsletters, donor correspondence and funding applications, where needed
- Manage the relationship and opportunity with Melbourne Football Club for the 'Round for Reach' activation and donation campaign
- Manage the Reach Larapinta Trek, including the prospecting and management of trekkers, the official provider and all fundraising
- Maintaining existing register of community funding sources and initiating desktop research to identify individual and community prospects;
- Maintaining register of reportable data and deliverables for donors (e.g. program highlights and testimonials)
- Liaise with Reach finance team to ensure accurate monthly reporting.
- Other administrative duties as required.

2. Develop and grow the individual giving and community fundraising space by actively participating in relationship building and donor stewardship

- Manage the development and communication of the stakeholder management strategy for individual donors
- Providing superior customer service and professional responses, in person, by phone, email and written correspondence to internal and external stakeholders about fundraising initiatives, programs and outcomes.

- Develop and steward new donors, including the creation of donor journey maps and giving pipelines.
 - Develop and build a good rapport with Reach staff and crew to ensure optimal outcomes for Reach donors
 - Maintain a high level of confidentiality around fundraising initiatives, relationships and outcomes including upholding Privacy Policy and Database Policy.
 - Develop and build a good rapport with external stakeholders to ensure strong fundraising relationships are established, maintained and developed. This will include attendance at various events and functions supportive of Reach.
 - Work effectively as a part of a team to continuously review administrative and communication processes, procedures and systems to ensure efficient and effective processes are identified, initiated and undertaken.
- 3. Develop and implement prospecting opportunities in the individual giving and community space**
- Prepare to take Reach into digital donor acquisition
 - Development of new fundraising campaigns and appeals to attract new donors to Reach
 - Identify and prospect community fundraising initiatives aligned with Reach's mission.
 - Seek fundraising avenues aligned with Reach and relevant to our young participants
 - Work closely with the Events Manager to ensure optimal involvement in all Reach community fundraising events and programs
- 4. Design, develop and deliver multiple campaigns and appeals**
- Manage and produce all content, including supporting video concepts
 - Create appeals aligned to Reach's unique messaging to exceed budgets
 - Segment and steward donors to support the appeal
 - Support and grow regular donors to create an engaged and sustainable base for Reach
 - In conjunction with the Marketing Manager, manage distribution and all timelines
- 5. Other responsibilities - as required.**

KEY SELECTION CRITERIA

QUALIFICATION / EXPERIENCE

Required: Formal tertiary qualifications in Fundraising or other similar field.

SKILLS AND EXPERIENCE

1. Significant experience in fundraising and donor stewardship - both at grass roots and strategic levels.
2. Experience managing a CRM/database previously, with preference for eTapestry
3. Demonstrated ability to design and deliver a significant campaign with strong financial return
4. Demonstrated ability to achieve targets, manage budgets and financial forecasting
5. Demonstrated ability to develop a network of and work with individuals from diverse backgrounds.
6. Excellent people management skills, including previous management of direct report(s)
7. Excellent relationship / interpersonal skills, and customer service experience and practice.
8. Excellent presentation skills and verbal / written communication skills.
9. Focus on results and outstanding attention to detail.
10. Passion for the nature of Reach's work and a willingness to engage authentically with Reach activities
11. General
 - a) Microsoft Word, Excel and Powerpoint and database skills.
 - b) Time management skills.
 - c) Flexibility and the ability to multi-task
 - d) Ability to work in teams and independently.
 - e) Alignment with Reach's values

VALUES / ATTRIBUTES / ATTITUDE

- Commitment to the shared values and philosophies of Reach, including being open and willing to engage in Reach's work
- Positive, constructive, "can-do" attitude
- Resilient and self-starter with a result focus
- Ability to work in a fast-paced, sometimes challenging environment
- Possessing a "growth mindset"
- Strong teaming orientation while operating independently, including ability to be a great team contributor and being actively engaged with all parts of Reach (teams and crew) to achieve the desired outcomes for own and other areas

ADDITIONAL INFORMATION AND REQUIREMENTS

- This position is based primarily at The Dream Factory in Wellington Street, Collingwood. Occasional travel may be required to various locations throughout metropolitan Melbourne, Sydney and regional areas.
- Any offer of employment at The Reach Foundation is subject to a satisfactory Working with Children Check, identifying Reach as your employer, prior to starting employment at Reach, and National Police Check.
- The incumbent must hold a current Driver's License for an Australian state and have access to a private vehicle for work use. Travel expenses will be reimbursed in accordance with Reach's Travel and Expenditure Policy.
- Some after hours work may be required for this role. Time in Lieu arrangements are in place, to compensate for the working environment and working hours that may be expected outside of standard business hours.
- All staff are expected to participate in some Reach programs as part of their induction and ongoing involvement.
- Salary packaging arrangements are available to all Reach employees.

SO...

IS

THIS YOU?



WHY WORK AT REACH?

We are an inspirational and dynamic youth not-for-profit organisation that maintains a strong youth voice throughout our organisation.

Reach has a vibrant and collaborative culture where people are energetic and passionate about making a difference in the lives of young people to help them reach their full potential.

At Reach, we encourage our people to develop skills and to grow within the organisation. Also, our people have access to a range of competitive staff benefits and the opportunity to work in a creative and fun workplace with like-minded people working both independently and as part of a team.

Overall, we are constantly striving to encourage our own people and all young people, no matter what their circumstances, to achieve their dreams.

YOU GET TO MAKE A DIFFERENCE

- We value people being real and honest with each other.
- We encourage people to think about and do things differently.
- Reach is a strong and well-known brand in the NFP sector with the support of large corporate partners.
- We are a progressive employer which embraces diversity and equality.
- Reach is built on a positive youth development model, promoting well-being by creating safe and supportive spaces where young people can share their stories and experiences, improve their self-awareness and build deeper, more meaningful connections.

IT'S SERIOUSLY FUN

- Our workplaces are creative and vibrant.
- Reach has a “young energy”.
- Staff, volunteers and visitors find Reach to be a warm and friendly environment.
- Our workplace vibe is fun with a lot of laughter, music and fun activities in the office.
- There are fun opportunities with other employees at camps and internal training sessions.
- Our open plan offices enable good contact and easy access to other employees.

THERE'S ALWAYS ROOM TO GROW AND YOU'LL CONSTANTLY BE INSPIRED

- We encourage people to follow their dreams, no matter what their circumstances.
- Reach encourages individuals to develop skills, careers and growth within the organisation.
- There are growth opportunities for crew and volunteers with suitable skills and experience to progress to staff roles.

HAVE SOMETHING TO SAY? GOT A GOOD IDEA? LET'S HEAR IT!

- Our environment is very collaborative.
- Supportive peers and managers frequently celebrate small wins and group success.
- Managers are supportive of employee's personal and professional goals.
- Managers are responsive to employee's ideas and issues.
- Good communication systems enable employees to know what is happening at all levels of the organisation.

THE PEOPLE ARE GREAT. AGAIN, IT'S SERIOUSLY FUN

- Employees are encouraged to be authentic and to be open with others.
- Our people are young at heart with lots of energy, enthusiasm and drive.
- Reach people are like-minded in terms of their interest in helping people to realise their full potential.
- We have a collaborative and supportive culture with ongoing celebrations and activities.
- There are opportunities to be creative at Reach, and creative things happen around you all of the time.
- Reach feels very much like working within a family business with family and friends.
- Reach's culture is vibrant and collaborative, and is built around the Reach values – Growth, Integrity, Passion, Honesty, Connection and Respect.

THE ICING ON THE CAKE

- Speaking of cake...we ALWAYS have cake for someone's Birthday (which seems to be every few weeks!)
- Salary packaging increases the take home cash for staff via general expenses, meal and travel and hire, lease and entertainment packaging options.
- Our Employee Assistance Program offers free, confidential counselling for staff and their family members.
- We support good work-life balance for our people.
- Our staff can attend Reach programs.
- We have a number of flexible work arrangements: for example, self-funded leave (up to extra 4 weeks per year; compressed work week; part-time roles).
- Paid study leave is available to our staff.
- We have a staff learning program for work-related development.
- Our managers are supportive surrounding return-to-work following maternity leave.
- Reach offices (VIC and NSW) are easily accessible via transport links and close to shops and cafes.