
POSITION DESCRIPTION

FUNDRAISING MANAGER – MAJOR DONOR



Location:	Parkville (Hybrid working available with 2-3 days onsite)
Division:	Fundraising
Salary range:	Salary range of \$90,000 - \$120,000 plus super (pro rata to hours worked) commensurate with skills and experience of successful applicant.
Employment Type:	Part time (0.8 FTE) position for 12 months.
Position reports to:	Head of Fundraising

1. POSITION SUMMARY

Orygen is looking for a motivated and organised individual to join the team to develop and implement a comprehensive Major Donor and Philanthropy strategy; soliciting, securing and managing major gifts, donations, bequests and grants, and driving strategic fundraising campaigns throughout the year.

This role will be responsible for any fundraising activities that inform Orygen's external stakeholders about Orygen's research, clinical programs, policy recommendations, education and training opportunities, achievements, and other activities; and in engaging with a broad range of stakeholders through the organisation's channels.

The incumbent will play a pivotal role in developing and maintaining internal and external relationships and leveraging existing expertise across Orygen to execute the organisation's fundraising strategy.

2. POSITION CONTEXT

Orygen delivers cutting-edge research, policy development, innovative clinical services, and evidence-based training and education for the mental health workforce to ensure that there is continuous improvement in the treatments and care provided to young people experiencing mental ill-health.

We are a complex organisation. Our activities and workforce are diverse and include:

- Five headspace centres in Craigieburn, Glenroy, Melton, Sunshine and Werribee that deliver primary clinical services to young people and are operated by Orygen.
- The Centre for Youth Mental Health, a University of Melbourne research and teaching department that is wholly seconded into Orygen. Centre staff are provided with Orygen email addresses and have the use of Orygen systems.
- Orygen Specialist Program (formerly referred to as Orygen Youth Health Clinical Program), a tertiary clinical service that is currently operated by North Western Mental Health, co-located with us at Parkville, Sunshine and Glenroy and also operating at sites in Footscray, and Wyndham. Whilst not under the governance of Orygen, Orygen Specialist Program works in close partnership with us.
- Orygen Digital, which develops and rolls out online clinical platforms that are fully integrated with 'in person' clinical services.

- A training and development unit providing online and face to face training for the mental health workforce both nationally and internationally.
- A policy think tank drawing on Orygen's research and clinical expertise and partnering and collaborating with key content experts from Australia and around the world to advise government policymakers.
- Centralised professional support functions enabling the organisation to achieve strategic and operational objectives.

The Fundraising Manager – Major Donor will help secure and extend philanthropic donations through robust project management, fundraising documentation and quality relationship management with stakeholders, donors and staff. This position will work within a very small team with broad direction and will have responsibility for the activities specified. There will be an expectation the person can collaborate individually with key stakeholders and donors at the direction of the Head of Fundraising.

3. ABOUT ORYGEN

VISION	Young people to enjoy optimal mental health as they grow into adulthood.
MISSION	Reduce the impact of mental ill-health on young people, their families and society.
VALUES	Respect, accountability, teamwork, excellence & innovation.
COMMITMENTS	First Nations people of Australia, young people and their families, LGBTIQ+ people & culturally and linguistically diverse people.

4. KEY RESPONSIBILITIES/OUTCOMES

The Fundraising Manager – Major Donor key responsibilities will be:

- Developing and executing an ambitious, innovative and comprehensive fundraising program that results in significant philanthropic gifts to support Orygen's strategic programs.
- Delivering successful donor acquisition and stewardship activities to achieve strategic objectives, targets and KPIs.
- Building and maintaining strong relationships with current and prospective philanthropic supporters, pursuing high-impact opportunities and ensuring maximum donor retention and growth.
- Authoring, producing and delivering clear and compelling customised philanthropic proposals, presentations, briefs and reports in a timely manner. Managing all stages of proposal development including research (curatorial and otherwise), authoring, editing and content contributions from a range of departments. Evolving proposals and presentations in response to donor priorities, competitor activity and insights.
- Establish and oversee the development of a bequest program.
- Facilitating, promoting and attending fundraising live events and engaging with networks face to face.
- Working closely with the fundraising team based in Melbourne to improve visibility and strengthen relationships with donors/stakeholders
- Administration and project management duties relevant to the establishment and growth of the major donor program.
- Contributing to other fundraising related initiatives and duties as reasonably requested.
- Conducting research on fundraising opportunities.
- Identifying and supplying background information on high value donor prospects with a focus on attracting and securing major gifts.
- Writing, submitting and uploading press releases to support major donors as required.
- Writing funding proposals and submitting these to potential donors.

- With the Head of Fundraising, plan, develop and implement quarterly budgets and annual targets for major donors.
- Preparing reporting for donors and measuring key metrics, results and identifying trends.
- Organising and attending non-profit events and networking with relevant stakeholders (internally and externally).
- Complying with and support others to comply with Orygen's policies and procedures, including taking appropriate action to hold others accountable and promote a workplace culture that is safe, diverse and inclusive.

5. SELECTION CRITERIA

The following criteria must be met for consideration for this position:

5.1 Essential

- Melbourne based.
- Demonstrated experience with major donor management at a senior level.
- A proven track record in donor cultivation and solicitation including asking for and securing major gifts and developing compelling proposals.
- Exceptional presentation and communication skills (verbal and written), with the ability to persuasively convey the organisation's mission to diverse groups, including major donors, foundation executives, Board Members.
- Demonstrated experience in writing successful fundraising submissions, Case for Support documents, HNW thank you letters, event invitations and other fundraising-specific documents.
- Highly developed project management, organisational, administrative and time management skills.
- CRM experience.
- Ability to work independently and effectively within a team, with proven problem-solving capabilities.
- Capacity to develop and maintain strong collaborative relationships with key stakeholders.
- Well-developed computer skills, in particular Microsoft Office.
- Capacity to travel interstate as required.
- Enthusiastic attitude to challenging situations and an ability to adjust to unexpected hurdles, delays and problems.

5.2 Desirable

- Experience of online fundraising.
- Experience of training staff in fundraising strategies / moves management.
- Experience working in a youth mental health setting is desirable but not necessary.

6. PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

- Demonstrated capacity to exercise judgement on the value of Orygen's engagement in communication and marketing activities in line with strategic goals.
- Capacity to work in accordance with Orygen's principles of youth engagement and ensure that young people are incorporated into communication activities in a safe and authentic way.

7. SPECIAL REQUIREMENTS

- Resides in Melbourne to strengthen the visibility and relationships with key major donors and supporters based locally.
- Unrestricted right to live and work in Australia.
- A current National Police Check will be required.
- A current valid Working with Children Check is required.
- Occasional travel to other Orygen workplaces may be required.
- Occasional out of hours work may be required.
- Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in Orygen's Occupational Health and Safety policy.

- All Orygen employees are required to familiarise themselves with the organisation's policies and procedures and to adhere to them at all times.
- In line with Government guidelines, this position may need to be based at home during certain periods. As such a reliable internet connection will be required.
- Successful applicants will be required to provide proof of COVID-19 Vaccination prior to commencement.