

## Position Description

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<b>Position title</b>	Philanthropy Manager
<b>Site</b>	SANE Australia – South Melbourne Head Office
<b>Team/department</b>	Marketing & Fundraising
<b>Reports to</b>	Director of Marketing & Fundraising
<b>Employment status</b>	Full-time (37.75 hours per week)
<b>Employment type</b>	Permanent
<b>Salary</b>	\$95k to \$100k depending on experience (Excl. super and salary packaging)
<b>Start date</b>	Immediate start

## Position purpose

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### About SANE Australia

SANE Australia is a national mental health organisation working to make a real difference in the lives of people affected by complex mental health issues through support, research and advocacy.

We are a values-led organisation that offers workplace flexibility, a supportive, friendly team, and the opportunity to help Australians affected by complex mental issues live long and fulfilling lives, free from stigma and discrimination.

We are driven by our values of Respect, Innovation, Celebration, Responsibility and Collaboration.

Staff at SANE Australia benefit from generous not-for-profit salary packaging options, an employee assistance program, and additional days pro-rata of paid Reflection Leave per year after completing 12 months.

### About the role

The SANE Marketing & Fundraising team is responsible for delivering significant and sustainable annual income across philanthropy, partnerships and mass fundraising channels.

Within this small, high performing team, the Philanthropy Lead is responsible for developing and executing best practice strategies and techniques to grow SANE's pipeline of major donors, corporate partners and bequestors. You will also support development of grant submissions and the ongoing relationship management of our existing grant funders.

Utilising your passion for philanthropy, commercial acumen, and relationship skills, you are a results-driven team player who is passionate about building a strong fundraising culture across the organisation, delivering an outstanding experience for our donors and partners.

Ideally you will have degree qualifications in a related relevant discipline, or equivalent professional experience, combined with:

- Proven success in cultivating long-term relationships, including closing gifts with major donors and corporates.
- A flair for developing strategic and creative donor propositions.
- A track record of strong program management skills, including planning and budgeting.
- Highly experienced in donor event management, managing CRM systems, budget management, and writing for diverse donor and funder audiences.

*This position description is intended as a guide to the performance of duties and is not an exhaustive list of everything the incumbent will be required to do when carrying out duties. In addition to the Key Accountabilities below, the incumbent may be required to perform additional duties that are considered within the scope of their role and skill level.*

## Key Accountabilities

The Philanthropy Lead is responsible for developing and executing the following programs within the Fundraising strategic plan:

Accountability areas	
<b>Major Giving Program (40%)</b>	<ul style="list-style-type: none"> <li>• Develop and coordinate initiatives to support the retention, renewal and growth of mid-level and major donors to achieve annual revenue goals, including an annual rolling calendar of communications and events working closely with CEO, Executive and Board. This includes events ranging from boardroom luncheons to large scale gala dinners.</li> <li>• Support the Director Marketing &amp; Fundraising in coordinating the SANE Board Fundraising Sub-Committee initiatives, including Board-led donor events and prospecting activities, as well as preparation of Board reporting.</li> <li>• Develop and monitor forecasts and business intelligence reports, identifying trends and opportunities to support optimisation of the strategy in 'real time'.</li> <li>• Collaborate with the Coordinator to ensure timely and efficient processing of donations and donor account records, as well as maintenance of the CRM system.</li> <li>• Participate as required in Fundraising CRM optimisation projects.</li> </ul>
<b>Bequest Marketing (20%)</b>	<ul style="list-style-type: none"> <li>• Design and implement a new bequest marketing strategy to support the promotion of Gifts in Will, utilising best practices, donor survey analytics and business intelligence.</li> <li>• Ensure timely and accurate coordination of pledged and in administration bequest distributions, including external engagement with legal parties as required.</li> </ul>
<b>Corporate Partnerships (20%)</b>	<ul style="list-style-type: none"> <li>• Develop strategies and techniques to drive retention, renewal and growth of corporate and pro bono donors and partners.</li> <li>• Is the client relationship lead/champion for all partnership agreements, ensuring account management excellence.</li> <li>• Generation of new business leads, development of proposals and propositions, and delivery of presentations and pitches.</li> </ul>
<b>Grant Funding (20%)</b>	<ul style="list-style-type: none"> <li>• Assist the Director and Executive in anticipating and navigating risks and issues related to grant funding agreements.</li> <li>• Coordination of Project Sponsors, Project Leads and Monitoring &amp; Evaluation partners, for quarterly acquittal reporting requirements, including professional writing as required.</li> <li>• Support funder liaison, including coordination of new funding applications, as required.</li> </ul>
<b>People &amp; Culture</b>	<ul style="list-style-type: none"> <li>• Embrace the SANE Australia values in everything you do.</li> <li>• Be a team leader in supporting the Coordinator in the development of collaborative projects, as required.</li> <li>• Maintain respectful relationships and communications with all SANE Australia team members, partners and supporters.</li> <li>• Value the strengths of team members, partners and supporters, contributing to an environment where all strengths are valued.</li> <li>• Adhere to SANE's policies on Donation Acceptance and Pharmaceutical Partnerships.</li> </ul>

## Position Dimensions & Key Stakeholders

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### Revenue

- Annual revenue targets across HNWI/Major Giving, Corporate Partnerships and Bequests.

### Expenditure

- Delegated purchase authority for approved budgeted amounts.

### Direct reports

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### External Stakeholders

- SANE donors, prospects, pro bono and corporate partners, trusts and foundations
- Philanthropy sector industry bodies and stakeholders
- External vendors

### Internal Stakeholders

- SANE Executive Team
- SANE Marketing & Fundraising Team
- SANE Support, Advocacy and Research Teams
- SANE Board Fundraising Sub-Committee
- SANE Peer Ambassadors

## Selection Criteria

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### Qualifications

- Degree qualifications or equivalent in Business, Marketing, or equivalent.

### Experience

- 5-8+ years' professional experience in a philanthropy, business development or similar field.
- Highly experienced in donor event management, managing CRM systems, writing for donor and funder audiences, and navigating complex stakeholder relationships.

### Capabilities

#### *Strategic Agility*

- Strong ability to quickly crystallise thinking and recommendations into concise work plans and prioritise work effectively with acute attention to detail.
- Adaptable and flexible – is comfortable dealing with ambiguity, handling risk and implementing change; can shift gears comfortably.
- Intellectually curious – demonstrates a commitment to ongoing learning and development with a 'growth mindset' that is applied practically in terms of continuous improvement and innovation.

#### *Strong Work Ethic*

- Outcomes-focussed – highly organised and self-motivated, a high work rate and a strong sense of accountability; driven to deliver quality work within budgets and deadlines.
- Decision quality – looks toward the broadest possible view of an issue/challenge; makes good decisions based upon a mixture of analysis, wisdom, experience, and judgment.

#### *Technical Skills*

- Outstanding track-record and sophisticated understanding of the philanthropic funding environment and key stakeholders.
- Demonstrated excellent written, verbal and interpersonal communication skills.
- Competent with digital databases and CRM, specifically Salesforce.

#### *Teamwork & Collaboration*

- Demonstrated ability to work independently, while skillful in fostering collaborative relationships.
- Skilled in managing multiple concurrent projects and deadlines, proficient in organising day-to-day activities according to overall team priorities and timelines.
- Organisational agility – knowledgeable about how organisations work; knows how to get things done both through formal channels and informal networks; understands the origin and reasoning behind key policies, practices, and procedures; understands the cultures of organisations.

#### *Professionalism*

- Ability to develop sound and respectful relations with a broad range of stakeholders that reflect a positive working relationship and uphold the reputation of SANE Australia.
- Integrity & trust – is widely trusted at all levels of the organisation including advisor to Executive and Board; is seen as a direct, truthful individual; keeps confidences; admits mistakes; doesn't misrepresent themselves for personal gain.
- Adheres to the Fundraising Code of Conduct and ethical frameworks for Fundraising.
- Demonstrates self-insight and is receptive to 360° feedback.

## How to apply

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In your cover letter please:

- 1) Outline your past experience with the **Accountability Areas** -
  - Major giving programs
  - Bequest Marketing
  - Corporate Partnerships
  - Grant Funding
- 2) Respond to the **Qualifications and Experience** listed in the **Selection Criteria** above.

Please submit your cover letter and CV to [hr@sane.org](mailto:hr@sane.org) by 9am, Tuesday 30 June.

**The closing date is subject to change, as we will be reviewing applications as they are received. Please apply quickly.**