

# Islamic Relief Australia

## Job Description

<b>POSITION:</b>	<b>Director of Fundraising and Community Relations</b>
<b>LOCATION:</b>	<b>Sydney</b>
<b>REPORTING TO:</b>	<b>CEO / Country Director</b>
<b>EMPLOYMENT STATUS:</b>	<b>Full-Time</b>
<b>DIRECT REPORTS:</b>	<b>(1) Communications Manager, (1) Fundraising Manager, (1) Community Engagement Manager, (1) Supporter Relations and system Managers. (1) Marketing lead</b>

### **ABOUT ISLAMIC RELIEF:**

Islamic Relief is an international relief and development agency striving to alleviate poverty and suffering around the world regardless of colour, race or religion. Established in 1984 in response to the widespread famine in Africa, Islamic Relief has grown to be a well-known and respected aid agency providing disaster relief and supporting the sustainable development of vulnerable communities in over 40 countries. Islamic Relief specialises in Education & Training, Health and Nutrition, Water & Sanitation, Income Generation, Orphans' Support, Emergency Relief and Disaster Preparedness. Islamic Relief Worldwide is a member of the UK Disasters Emergency Committee (DEC) and is an implementing partner for DFID, ECHO, the World Food Programme and UNHCR.

Islamic Relief Australia (IRAUS) is a member of the Islamic Relief family which shares a common vision, mission, and family identity, and all of whom use the term "Islamic Relief" as part of their organisational name. Islamic Relief Australia has an annual turnover of approximately \$14 million and employs 15 staff and over 150 volunteers throughout Australia to support local and international emergency, welfare and development projects, as well as fundraising and advocacy work.

Islamic Relief Australia is an active member of the Australian Council for International Development (ACFID) and adheres to the ACFID Code of Conduct which defines minimum standards of governance, management and accountability of development for non-government organisations (NGOs).

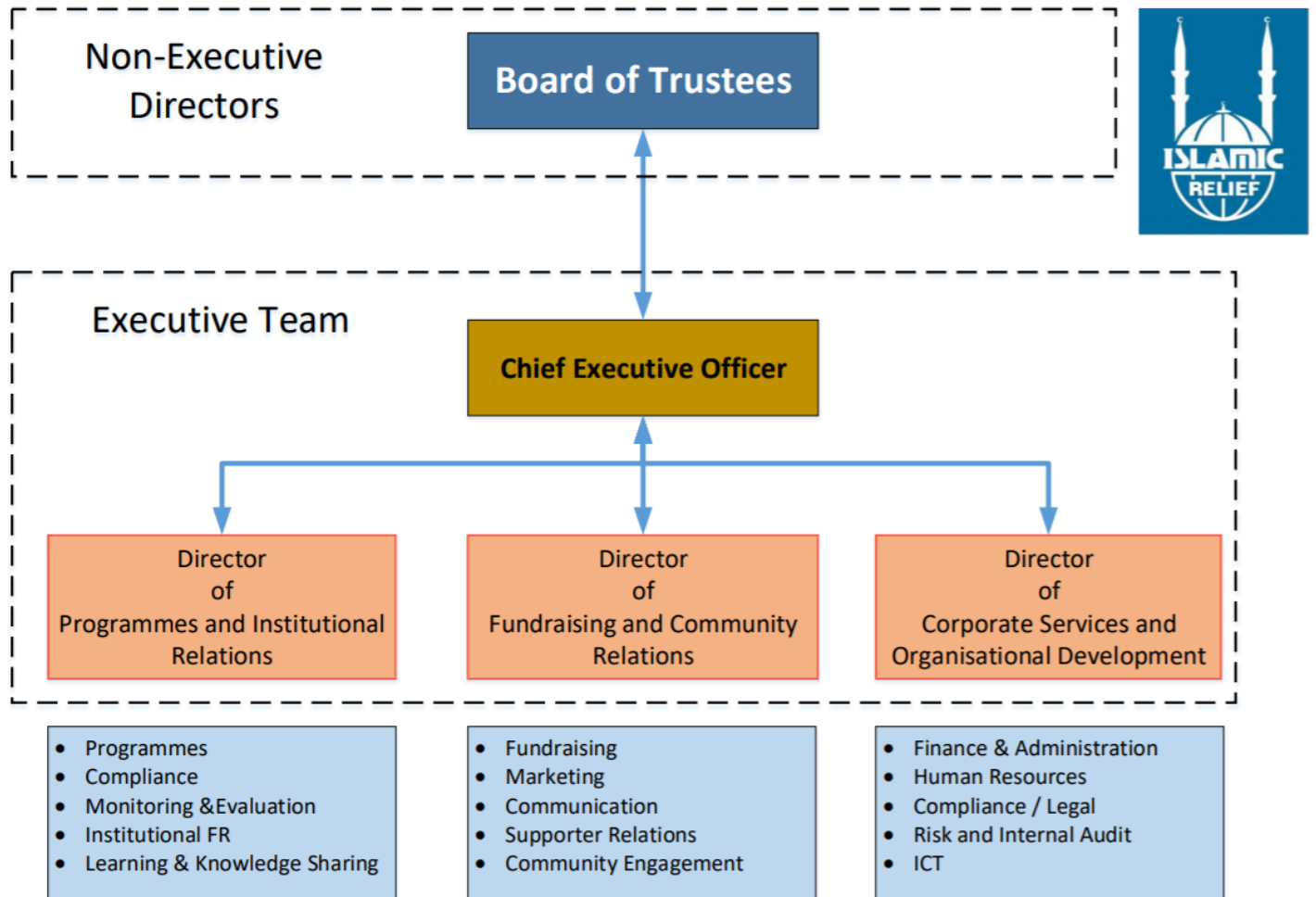
### **PURPOSE OF POSITION:**

To lead manage the Fundraising and Community Relations (FCR) Team to achieve significant growth in income and influence, meeting the KPI's of the IRAUS strategic plan.

The Director Fundraising and Community Relations position is a hands-on role, which is critical to achieving the strategic growth of the organisation. The position ensures that innovative and effective fundraising and community engagement strategies are in place to enable achievement of the 2023-2027 IRAUS Strategic Objectives and annual plans and budgets and key performance indicators. The Director of Fundraising and Community Relations is part of the Executive Committee (Senior Leadership Team) for Islamic Relief Australia, responsible for overseeing the work of the organisation in compliance with the directives of the Board of Trustees.

All positions are required to work in respect of Islamic Relief's vision, mission and values, and demonstrate our principles of humanity, honesty, respect and fair treatment towards all internal and external stakeholders.

## ORGANISATIONAL CHART



## KEY ACCOUNTABILITIES:

1. Leadership and management of the Fundraising and Community Relations (FCR) department.
2. Strategic direction, operational planning and budgeting for the FCR department.
3. Policy, technical advice and compliance: strengthen systems, policies and frameworks to ensure all IRAUS' fundraising activities are best practice as defined by ACFID and DFAT.
4. Effective management and oversight of the Marketing and Communications functions.
5. Effective management and oversight of the Fundraising and Community Engagement functions.
6. Effective management and oversight of the Supporter Relations functions.

## KEY RESPONSIBILITIES AND DUTIES

### 1. Leadership and management

- Manage and motivate a professional and innovative FCR team – seeking continuous improvement through supervision and performance appraisal
- Provide technical advice, guidance and support to team members responsible for key functions including marketing, communications, fundraising community engagement and supporter relations.
- Develop and maintain a “learning and communicating culture” within the FCR team and the organisation as a whole
- Lead and/or facilitate change management strategies across the organisational context focussing on income growth
- Demonstrate strong leadership and commitment in support of the other Directors through adherence to Equal Opportunity, Equity and Diversity and all policies aimed at ensuring the well-being of employees and volunteers
- Select and recruit staff to best meet the operational needs of the division, follow and promote the IRAUS policy and procedure and ensure that staff and volunteers are responsible in their actions and aware of WHS obligations

### 2. Strategic Direction, Operational Planning and Budgeting

- Oversee the development and implementation of the FCR Strategy and Department Structure
- Lead the implementation and review of the IRAUS Fundraising Strategic objectives, Annual Strategic Action Plans and Quarterly Reviews
- Work with the SLT to develop an integrated organisation-wide annual work plan and budget
- Identify and prioritize funding opportunities, including grants, major gifts, corporate partnerships, and individual donations.
- Create and manage annual fundraising plans, budgets, and revenue forecasts.
- Coordinate and monitor operational plans to ensure that organisational objectives and contractual requirements are measured and met
- Contribute to the development, implementation and review of the IRAUS Strategy, Program Strategy and Corporate Services Strategy

### 3. Policy, Technical Advice & Compliance

- Providing policy advice to the Board of Trustees and Executive on areas of technical responsibility including fundraising, marketing, communications, supporter relations and community engagement
- Ensure fundraising and community relations policies and procedures are updated to reflect best practice standards
- Engage regularly with IRW and other IR partners on the development of Islamic Relief systems, standards and procedures for fundraising and community relations
- Oversee the collection of data, supervise the preparation of reports and ensure that the organisation's accountability requirements, as they relate to fundraising income, are satisfied
- Support the Board of Trustees to ensure that all necessary fundraising and community relations policies are in place and regularly reviewed to maintain legally compliant practices
- Coordinate the Annual Report compilation to ensure compliance with the ACNC, fundraising licenses conditions, ATO obligations as a public benevolent institution and DGR status holder as well as obligations to the Australian Council for International Development (ACFID) as a code signatory.
- Maintain IRAUS Fundraising Institute of Australia (FIA) membership, manage the relationship and ensure compliance with the FIA code of conduct.

### 4. Marketing and Communications

- Oversee the creation and implementation of IRAUS Campaigns to ensure they are mission based and achieve their objectives

- Approval and review of the IRAUS Annual Campaigns plan
- Oversee all external communications, media creation, publication, brand guidelines, website, social media, email marketing, SMS and e-newsletters etc.
- Oversee relations with IRW communications division and collaborations with IRAUS Programs Department
- Support the creation of relationships with media channels to build a public relations network and promote the vision, mission, values and work of IRAUS
- Oversee the creation and implementation of the digital marketing strategy across all platforms in collaboration with IRAUS external marketing agencies and other providers.

## **5. Fundraising and Community Engagement**

- Provide expertise to create new or improve existing fundraising Appeals/Sources (Direct Marketing, Community Fundraising, External Fundraising Partners, Institutional Grants and Corporate Giving) to achieve IRAUS fundraising objectives and income growth targets.
- Oversee the establishment of new and improvements to existing IRAUS regular giving, major giving or corporate /institutional giving programs.
- Provide expertise and oversight in the selection, use and improvement of the fundraising database, supporting systems and integrations.
- Working closely with the Director of Corporate Services to ensure data security and business continuity in fundraising/income and IT systems
- Oversee IRAUS community engagement and outreach efforts to build relationships with key community stakeholders and likeminded community organisations.
- Support the IRAUS local programs initiatives and liaise with local community groups to create awareness of the IRAUS programs and initiatives.
- Build strong relationships with community / organizations, and stakeholders.
- Represent the organization at community events, meetings, and forums.
- Collaborate with local partners to enhance the organization's visibility and impact.
- Research and identify potential new donors and funding sources.

## **6. Supporter Relations, finance and administration**

- Oversee the supporter relations and services functions to deliver outstanding donor satisfaction and minimise donor attrition.
- Build the Supporter Relations capacity to support the fundraising programs in achieving their objectives.
- Cultivate and maintain relationships with existing donors, including individuals, foundations, corporations, and government agencies.
- Develop personalized stewardship plans to acknowledge and retain donors.
- With the Director of Corporate Services, oversee and ensure effective management of all financial functions relating to fundraising income of the organisation
- Ensure that fundraising income procedures are efficient, meet donor requirements, and are documented to ensure cross-organisation understanding and implementation
- Strengthen, improve and streamline fundraising income systems, procedures and internal controls

## **7. Grant Management:**

- With the Director of Program, Identify grant opportunities, prepare grant proposals, and submit timely and accurate grant applications.
- Manage grant reporting requirements, ensuring compliance with grantors' guidelines.
- Collaborate with program staff to align grant proposals with project objectives.

## KEY RELATIONSHIPS AND AUTHORITY

- Close liaison with the CEO/CD and Board of Trustees
- Member of the IRAUS SLT
- Member of the IRAUS Compliance Committee
- Regular liaison with Islamic Relief Worldwide (UK based) and IR Partners
- Engagement with ACFID, FIA, Blackbaud and other industry experts
- Engagement with Key Community Stakeholders and Major Donors

## SKILLS, EXPERIENCE AND QUALIFICATIONS

### 1. Preferred Knowledge, Skills and Qualifications

- Graduate qualification in fundraising, marketing, communications or other relevant field
- Membership/engagement with a relevant professional body i.e. Fundraising Institute of Australia
- Extensive management, marketing and professional fundraising experience
- Knowledge of the Australian fundraising environment including applicable laws and regulations
- Knowledge and understanding of the local area and community (desirable)
- Demonstrated financial management skills
- Strong networking skills to build and manage diverse internal and external relationships
- Ability to work in a fast paced environment with time pressures and managing multiple tasks
- Strong interpersonal skills and an ability to work with a broad range of people from a variety of backgrounds and experiences
- Strong planning and organisational skills
- Demonstrated ability to exercise judgement and initiative where procedures are not clearly defined

### 2. Experience

- Significant experience progressively advancing to a similar role, preferably in the not for profit sector
- Engagement with the Australian Culturally and Linguistically Diverse (CALD) community
- Experience in creating and managing fundraising budgets, ensuring efficient allocation of resources.
- Previous experience in leading and managing fundraising teams or departments.
- Ability to inspire and motivate a team to meet fundraising goals.
- Experience in various software applications including Office 365, Salesforce and CRM (The Raiser's Edge) desirable.
- Ability to use and managing marketing and communication tools and software such as Google AdWords, Google Analytics, WordPress CMS or equivalents etc.
- Familiarity with sector donor funding arrangements, systems and reporting requirements, desirable

### 3. Personal qualities

- Highly ethical and respectful towards the organisation's values and culture, its staff and volunteers and all stakeholders
- Ability to cultivate and maintain effective teamwork and collaborative relationships
- High level of accountability and transparency
- Strong analysis and reporting abilities; ability to independently assess needs and develop creative solutions
- Results-focused and an ability to plan and deliver towards objectives
- Demonstrated ability to work independently and be self-motivated
- Excellent oral and written communication skills in English, other languages highly regarded
- Organisation and time management skills with the ability to multitask and manage a busy workload

- Excellent interpersonal skills with the ability to develop and maintain strong cross-cultural professional relationships
- Flexibility, including willingness to work outside office hours as the role requires
- Ability to travel overseas as required

## **SELECTION CRITERIA**

- Significant previous experience in a similar role
- Tertiary education relevant to the position (postgraduate qualifications will be highly regarded)
- Strong leadership and management skills in a complex multi-disciplinary organisation in a climate of continuous change
- Demonstrated high level ability to analyse and conceptualise problems and formulate and execute solutions
- Experience in the effective development and implementation of community fundraising initiatives
- Demonstrated capacity for teamwork, coaching and staff development
- Significant managerial experience and a successful track record of managing departments to achieve strategic objectives and operational targets.
- Excellent cross-cultural communication skills as well as a good knowledge and respect of the Islamic faith and values
- Previous experience working within the ACFID code of conduct is desirable