

POSITION DESCRIPTION

POSITION DETAILS

Position Title:	HEAD OF RESOURCE MOBILISATION
Reports To:	EXECUTIVE DIRECTOR
Position Type:	FULL TIME
Date issued:	DECEMBER 2018

MAIN PURPOSE OF POSITION

The Head of Resource Mobilisation is a member of the ActionAid Australia (AAA) Leadership Team and plays a key role in expanding the organisations' resources and increasing the flexibility of AAA's funding model in order to maximize our impact and deliver on AAA's strategy, Women's Leadership for Global Justice.

Key objectives for the role are to:

- To provide strategic and operational leadership of the organisation's fundraising and resource mobilization strategy and implementation plan to achieve year on year income growth
- To drive innovation in new income and resource mobilization streams and ensure data-driven performance and sound investment strategies
- To manage the fundraising and resource mobilization team in line with feminist leadership principles, AAA's values, Team Charter and HR policies and practices

This role has budget and financial management responsibilities. Direct reports include the:

- Individual Giving Manager
- Partnerships and Philanthropy Manager
- Digital Fundraising Manager
- Data Analyst

KEY ROLES AND RESPONSIBILITIES

Key Responsibilities	Tasks/Duties
Strategic Leadership and Planning	<ul style="list-style-type: none"> • Lead the development, implementation and review of the ActionAid fundraising and resource mobilisation strategy in collaboration with fundraising staff and other functional teams • Manage the fundraising and resource mobilisation team ensuring excellent donor care standards and in line with feminist leadership principles, AAA's Team Charter and values and HR policies and practice • Promote a culture of innovation in new income and resource mobilisation strategies and serve as the Leadership Team sponsor of collaborative revenue projects • Prepare and oversee implementation of the annual Fundraising & Resource Mobilisation plan and budget consulting and collaborating with relevant staff • Represent and promote AAA in relevant meetings, forums, and to the media, when and where necessary • Attend and prepare reports for the Finance, Fundraising and Audit Committee meetings in advance of each board meeting
New Revenue Streams	<ul style="list-style-type: none"> • Stay abreast of new developments in fundraising innovation, revenue growth and social enterprise

	<ul style="list-style-type: none"> • Lead the growth of AAA’s signature Strong Women Challenge building new partnerships and strategies for supporter and resource mobilisation • Provide leadership of scoping new revenue streams and markets to grow income from non-traditional sources, working in collaboration with other teams and external advisors • Provide oversight of the organisation’s digital resource mobilisation strategy, ensuring testing of new approaches and scaled up investment in data-driven performance
Fundraising	<ul style="list-style-type: none"> • Develop cost-effective fundraising programs and income generation streams to promote the organisation's work, increase funding and grow the supporter base • Develop a monitoring and evaluation standard practice for all revenue streams and ensure performance is driven by data and lessons learnt • Oversee implementation of regular giving donor acquisition, retention and growth strategies with the aim of maximizing revenue and return on investment • Ensure effective systems are in place for the extraction, supply and analysis of data to support fundraising activities
Cross functional collaboration	<ul style="list-style-type: none"> • Work closely with the Chief Operating Officer to monitor and track investment performance and develop income projections and long-term forecasting • Work closely with the Head of Policy & Campaigns to ensure alignment between fundraising and campaigning activities and opportunities for coordinated approaches to engaging supporters in multiple actions in support of women’s rights • Work closely with the Head of Global Engagement to ensure that fundraising and resource mobilisation activities support strategic priorities and programs and are consistent with AAA’s brand • Work closely with the Emergencies Hub to ensure that emergency appeals are activated as quickly as possible and in line with our humanitarian signature and response plans
Organisational leadership and management	<ul style="list-style-type: none"> • Support the Executive Director in the overall leadership and management of the organisation as an active member of the Leadership Team • Actively contribute to the strategic direction of ActionAid Australia and engage in strategic conversations with the Board and staff • Contribute to developing, implementing and reviewing AAA’s strategy, workplan and budget, monitor progress against these, recognise good performance and address performance issues • Participate in board meetings and contribute to the Management Report and other reports for submission to the Board • Provide secretariat support for the Finance, Fundraising and Audit Committee and provide quarterly reports on investment performance • Support the devolution of decision-making to the most appropriate level of the organisation in order to drive effectiveness, efficiency and empower staff • Take responsibility for the development of manuals and policies as per the Accountability and Decision-Making Framework
Financial Management	<ul style="list-style-type: none"> • Support the preparation of the annual budget through accurate prediction of public fundraising income streams and associated costs • Manage the budget for the team's cost centre and exercise financial delegation for expenditure within the approved budget and based on data-driven investment

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| | <ul style="list-style-type: none">• Work closely with the Chief Operating Officer to ensure forecasts and budgets are monitored and to ensure financial transparency and accountability to our supporters |
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SKILLS & COMPETENCIES REQUIRED

- Passionate about women's rights and social justice
- Substantial fundraising experience (7 years +) with a track record in managing high performing fundraising teams
- Proven experience developing successful fundraising strategies and monitoring performance
- Strategic understanding of current trends and developments in NGO fundraising and resource mobilization, preferably within the international development or campaigning space
- Proven team leadership, management and interpersonal skills, including strong cross-cultural understanding and a commitment to diversity
- Strong relationship building and networking skills with a proven track record in partnership development and innovation
- Strategic thinking and communications skills
- Solid planning and organisational skills, including managing deadlines and time-sensitive situations
- A commitment to ActionAid Australia's vision, mission and values
- A high degree of initiative and self-drive
- Relevant tertiary qualifications.