



## Head of Fundraising

### Job Description

<b>Location</b>	<b>Sydney</b>
<b>Reporting to</b>	<b>Director of Communications and Engagement</b>
<b>Supervising:</b>	<b>5 Direct Reports, Total Team of 20</b>
<b>Status</b>	<b>Full Time Permanent</b>
<b>Band</b>	<b>D1</b>
<b>Date</b>	<b>March 2021</b>

### Organisational Context

Médecins Sans Frontières Australia is one of 24 national sections of Médecins Sans Frontières committed to delivering medical-humanitarian aid to populations in crisis in over 70 countries. Médecins Sans Frontières delivers medical humanitarian aid based on need alone. Médecins Sans Frontières operates independently of any discriminating factors including political, religious or economic allegiances and irrespective of race, religion or gender.

The Australian Section of Médecins Sans Frontières was established in 1995 and has experienced significant growth in recent years. In 2019 Médecins Sans Frontières Australia recruited and facilitated the departure of over 170 Australian and New Zealand field staff. In addition, approximately 105,000 monthly givers and over 50,000 occasional givers donated more than AUD \$90 million to the work of the movement. Médecins Sans Frontières - Australia hosts a specialised medical providing expertise in the fields of women's health and paediatrics. The office actively advocates on key issues of relevance facing our patients and teams and is committed to robust positioning and communications in Australian and New Zealand.

Médecins Sans Frontières Australia is in the process of extending its fundraising activities into the New Zealand market.

### Overall Responsibility

Reporting to the Director of Engagement, the Head of Fundraising is a senior Leadership position and as such has significant responsibilities on which the future success of the Médecins Sans Frontières Australia and its contribution to positive patient outcomes depend. The Head of Fundraising is a Leadership Team member responsible for contributing to the general direction and management of the Sydney office. The position represents Médecins Sans Frontières Australia within the Australian fundraising sector and towards the International Médecins Sans Frontières Movement.

This role will be substantially evaluated on the successful management of the Fundraising Department and the successful development and achievement of multi-year forecasts and annual budget targets. The position will also be evaluated on a range of non-tangibles including stewardship of the brand, a positive contribution to the cohesion of fundraising department and the organisation functioning in general.

## **Main Tasks / Duties**

### **Leadership**

- Leads by example - In MSF Australia, the following 5 values form the foundation of our culture – **T**ransparency, **R**espect, **U**nderstanding of Diversity, **S**tepping In and **C**ollabora**T**ion. As a leader, our expectations are that your behaviours and actions consistently reinforce these values.
- Leading and supporting the fundraising team through changes to business process, systems and technology upgrades and innovations which work towards MSFA's stated strategic goals.
- Maintain motivation of team members and actively promote open communication and cooperation to further MSF's goals. Develop a sense of team spirit by encouraging cooperation and open communication.
- Embed a culture of innovation and accountability in the team and demonstrate that as a leader in the organization.

### **Fundraising**

- Leadership over all facets of the Médecins Sans Frontières Australia Fundraising Program including;
- Work closely with the Director of Engagement, develop the Fundraising Department's Strategic and Annual Planning processes.
- Oversee development of an Annual income budget which accurately reflects the organisation's growth agenda and expenses to ensure appropriate financial resources for the Department to meet its key performance indicators
- Oversee development of domestic and international multi-year Médecins Sans Frontières Fundraising forecasts
- Ensure through the appropriate planning mechanisms that the Fundraising Department has the appropriate Human Resources in place
- Provide guidance and support for all fundraising activities undertaken by the team.
- Actively participate in an external facing role in the Major Gifts Program (including public speaking events and individual donor stewardship)
- Actively contribute to the strategic development of the Supporter Relations department (supporter service management) at the bequest of the Finance department
- Ensure active and fluid communication and coordination across departments supporting fundraising activities (communications, medical unit, field HR)

### **Marketing**

- Oversee the development of marketing strategies designed support to revenue generation
- Assure the fundraising team are compliant with brand guidelines
- Participate in arbitration on contested editorial content raised by the editorial committee

## **Staff Management**

- Effectively manage those staff who directly report to the position including implementation of the Performance Management System and ensuring appropriate career development activities are undertaken.
- Establish key performance indicators for team to measure performance against fundraising plan
- Ensure those managers who are responsible for staff are undertaking those responsibilities appropriately
- Ensure all staff are aware of and working within Médecins Sans Frontières Australia national staff policies.
- Proactively, and in a timely manner, work with managers and team members to resolve issues that may arise

## **International**

- Actively participate in appropriate international Médecins Sans Frontières forums
- In discussion with the Director of Engagement, assume leadership or influential positions within these forums.
- Contribute to MSFA's positioning on international financial management strategy, policy and practice.
- Actively participate in and as required lead the Operational Centre Paris Heads of Fundraising Group.

## **Board and Leadership Team Interactions**

- Participate actively as a member of the Leadership Team and provide input on organisational policy, positioning, and management issues, with the objective of always reaching the best outcomes for MSF Australia.
- Lead Médecins Sans Frontières Australia cross cutting dossiers as identified and delegated within the leadership team
- Liaise on behalf of the Leadership team with ad-hoc working groups on special projects as identified and agreed within the management team.
- With the Director of Communications and Engagement to provide twice yearly updates on the progress of the Fundraising Department and other relevant sector contextual information.

## **Internal Relationships**

- Ensure all internal relationships, both individual and interdepartmental, are of a high standard and contribute positively to the growth of the Fundraising Department and the organisation.

## **Compliance**

- Ensure that all work undertaken meets legislative and regulatory compliance obligations, including Trade Practices Act 1974, various state and territory fundraising legislation and other as appropriate.
- Carry out all work is consistent with National Privacy Principles and related regulation and legislation.
- Ensure all work produced is in accordance with Médecins Sans Frontières Australia Style Guidelines.

- Ensure compliance with Médecins Sans Frontières Australia financial accountability processes.
- Participate in sector monitoring and follow up as required on
- Any other relevant compliance regimes including OH&S

### **Other**

- Undertake other such duties as required by the Director of Communications and External Relations

### **Travel**

- This position is required to undertake regular interstate travel.
- This position will be required to undertake international travel including to operational contexts.

### **Selection Criteria**

#### **Essential**

- 10+ years of fundraising experience including 5+ years at a senior level.
- Thorough understanding and demonstrable practical experience in Direct Marketing, Major Gift fundraising and Regular Giving in the not for profit sector.
- Demonstrable experience of designing and implementing data lead fundraising strategies.
- Advanced written communication abilities
- Superior ability to negotiate and influence
- Experience in leading and developing large teams.
- Highly numerate with superior analytical skills.
- Demonstrable experience in developing and monitoring complex budgets.
- Experience in participating and leading strategic planning processes

#### **Desirable**

- Knowledge of Médecins Sans Frontières and its work
- Experience working in the international humanitarian sector
- Appropriate tertiary qualification

In MSF Australia, we believe the following 5 values form the foundations of our culture – **Transparency, Respect, Understanding of Diversity, Stepping In and CollaboraTion.**

At MSF Australia we value T.R.U.S.T as an essential element to how we operate and believe that these organisation values flow from this trust that we build.

### **Applications**

Please note that a criminal record check may be required as part of the selection process. Applicants with criminal records will not automatically be ineligible for the position they are applying for. Médecins Sans Frontières

Australia has a Child Protection Policy in place and all employees are required to comply with this policy.

Médecins Sans Frontières Australia is committed to creating an inclusive workplace for all our staff. We believe that a diverse team helps us better serve those most in need, we encourage flexibility (in all its forms) and we encourage people from a wide range of backgrounds to apply for this role, including Aboriginal and Torres Strait Islander peoples, LGBTQIA+, people from other culturally and linguistically diverse (CALD) backgrounds and people with disabilities. People with a disability can request support from our Domestic HR Department if you think you may require reasonable adjustment during the recruitment.

To apply please send a resume and cover letter via email to:  
[officerecruitment@sydney.msf.org](mailto:officerecruitment@sydney.msf.org)