

DEVELOPMENT MANAGER

REPORTS TO: Executive Director, Public Education Foundation

HOURS PER WEEK: Approximately 3 days/week – hours negotiable

LOCATION: Darlinghurst, NSW

DATE ISSUED: May 2018

Organisational Context

The Public Education Foundation (PEF) is a non-profit organisation dedicated to improving equity and excellence in education in Australia.

Our mission is twofold:

1. To identify and support potential and excellence in students and educators in the public education system; and
2. To advocate for a high quality, widely respected public education system

Since our establishment in 2008, our flagship scholarship program has grown to support over 300 students, teachers and principals per year with an annual scholarship value of over \$600,000. We also undertake research and campaigning to highlight issues relating to equity and excellence in public education.

PEF holds tax-concession charity and DGR status and relies on grants and donations in order to pursue its work independently.

Purpose of position

PEF is seeking to build on its successful track record by strengthening its existing funding base.

This position has been newly established to develop and implement a strategy to expand donor support. The position will be crucial to identifying new opportunities for funding, develop effective funding strategies and build strong and long lasting relationships with donors. The Development Manager is expected to work in close consultation with PEF's Executive Director and the Board of Directors.

Selection Criteria

- Commitment to PEF's vision, mission and values
- Commitment to the FIA Code of Ethics and Fundraising Standards
- Relevant qualifications and/or experience in fundraising
- Demonstrated track record developing and implementing a fundraising program
- Capacity to build and maintain donor relationships using a range of approaches with targeted individuals, trusts, foundations and other sources of funds
- Capacity to write philanthropic and corporate funding proposals
- Good working knowledge of Australian donor landscape
- Experience in the management of databases
- Excellent oral, written and interpersonal communication skills
- Highly developed work organisation skills, including prioritisation and working to deadlines
- Ability to work independently and as part of a multidisciplinary team with salaried and volunteer staff
- Proven computer literacy (Word, Excel & PowerPoint, databases)

Primary Objectives

- Together with the Executive Director, to develop, implement and manage PEF's fundraising strategy
- To research and enlist individual, foundation and corporate support that results in philanthropic gifts, grants and pro-bono support
- To develop and consolidate donor and supporter relationships
- To maximise the benefits of PEF's funding approaches and meet agreed income targets
- To develop and maintain PEF's supporter database

Primary Duties

- Work with the Executive Director to develop, implement and manage an annual fundraising strategy and set targets for the current and subsequent financial years.
- Lead work to identify new strategies and opportunities for funding
- Develop a database to underpin PEF's fundraising strategy
- Maximise income from target donor audiences
- Build a sustainable funding base
- Identify opportunities to apply for philanthropic grants, prepare applications (along with other staff) and coordinate relationships with these trusts, foundations and high-net-worth individuals
- Keep abreast of new fundraising developments through networking in the sector
- Work with PEF staff to co-ordinate fundraising events and activities
- Manage communications and relationships with funders and supporters with the support of the Executive Director and Board and in conjunction with the Communications Manager

- Develop and implement a comprehensive donor and supporter relations plan
- Coordinate production of relevant fundraising and marketing materials
- Represent PEF at fundraising events and promotional activities and make presentations where appropriate
- Provide reports and acquittals to funders with the input of other staff