

Key Relationship Manager

Job Description

This job description outlines the key accountabilities of, and output required from, the post holder. It is not a definitive list and the role may change and evolve over time.

Department:	Fundraising and Marketing
Location:	CAP Head Office – Level 1, 451 Hunter Street, Newcastle NSW
Reports to:	Senior Leader – Fundraising & Marketing
Direct Reports:	None
Hours:	15 hours per week
Salary:	Negotiable
Other Benefits:	5 weeks annual leave per annum Various paid Revive (staff development) days Flexitime Fringe Benefits

Context

Christians Against Poverty (CAP) Australia is an expanding charity with a strong vision and passionate workforce. CAP is building a movement of Christians that are committed to tackling both material and relational poverty. Australia is currently trying to recover from one of the largest economic declines since the great depression, individuals and families are hurting significantly because of their financial situation. CAP is passionate about equipping churches with the tools to offer practical help and hope to those currently trapped in financial distress.

CAP exists to equip the church to effectively serve and include the poor, while confidently proclaim Jesus. CAP provides the training, support, encouragement and management churches need to provide a life transforming service to clients.

The Fundraising and Marketing department is responsible for increasing the number of individuals and churches joining this movement through effective marketing and storytelling. Key Relationships with donors of high net worth (internally known as Key Supporters) are vital to achieve the finance, partnerships and profile needed to fulfil CAP's vision.

Purpose

To provide strategic and creative leadership to the area of key supporters and companies with the purpose of increasing the amount of income being generated through these partnerships.

The Key Relationship Manager is responsible for creating an integrated fundraising strategy for current and future key supporters to increase awareness, engagement, support and income.

Accountabilities

Strategy

- Analyse and identify giving trends from key supporters and building from this a strategy for growth.
- Grow the number of key supporters who are supporting CAP financially.
- Grow the income generated through strategic partnerships with key supporters, trust and grants, and companies.
- Build a strategy for a legacy product and implement the delivery of the plan.
- Longer term strategic thought and action with regards to CAP's long-term fundraising needs, seeking to develop new streams of income from key supporters.
- Building a trust and grant strategy for applications and increasing engagement.

Marketing

- Responsible for developing CAP messaging to key supporters.
- Ensure the CAP vision is inspiring, attractive and clear to all key supporters.
- Responsible for evaluating Key Supporter audiences and assessing opportunities for growth.
- Responsible for building and communicating giving products and projects for key supporters.
- Responsible for evaluating and developing CAP's marketing to the church in a way that equips and inspires the church to act.

Management of external contractor (or internal copywriter)

- Working with the CEO and Senior Leader – Corporate Services to identify projects suitable for trust applications.
- Communicating with the person writing applications to ensure the project scope, outcomes and budget is clear.
- The number of trust and grant applications completed.
- The development and engagement of key relationships with trust and grant providers.

Measurable Outputs

- Meeting the targets under the Fundraising and Marketing aspects of the strategic plan inclusive of, but not exclusive to:
 - Key marketing metrics
 - Growth of key supporter audiences
 - Income targets
 - One-off from key supporters
 - Key donor satisfaction indicators
 - Increased giving
 - Decreased attrition
 - Increased engagement
 - Trust and Grant applications
 - Number of successful applications made

Other responsibilities include

- Being willing to pray with staff
- To encourage friends, family and other contacts to support the charity through the Life Changer program, and other fundraising initiatives.

Education

- Degree level or equivalent experience

Experience

Essential

- 3+ years of experience in the fundraising sector
- A passion for Christian ministry – equipping the Australian Church in community building, local justice and evangelism
- An entrepreneurial and growth mindset with a proactive approach and enthusiasm to problem identification and solving
- Strong communication skills, both written and verbal
- Ability to communicate results, key learnings, and areas of opportunities
- Exceptional research skills with an ability to distil complex ideas into clear actions plan
- The ability to think strategically and analytically
- Exemplary planning and administrative skills

Desirable

- Experience of building a key supporter strategy
- Experience building supporter relationships
- Experience in project management

Skills/Abilities

- A strategic thinker
- A great level of organisational awareness
- Ability to project manage and meet deadlines
- High emotional intelligence and ability to understand the human factors involved in the role
- A confident communicator who promotes CAP's culture and values at all times
- Naturally decisive and proactive
- Organised and driven to reach targets quickly and efficiently
- An influencer who loves inspiring people and building long-term relationships

Christian Commitment

- The candidate must be able to give both verbal assent to and practical demonstration of CAP Australia's Theory of Change, Theology positions statement, statement of Faith and core values
- Must be able to actively participate in prayer and worship, whether individual, small group or corporately, as an expression of own personal faith and in line with CAP's Statement of Faith.

Prepared by Rosie Kendall (CEO) - December 2020