

POSITION DESCRIPTION

POSITION	Head of Philanthropy
STATUS	Full-time
CATEGORY	Permanent
LOCATION	Perth, Western Australia
REPORTS TO	CEO
DIRECT REPORTS	Development Manager

POSITION SUMMARY

The Head of Philanthropy works closely with the CEO, the development team, and the Philanthropy Advisory Board (PAB) to deliver on the key goals and revenue targets in the company's annual budgets and strategic plan. Specifically, this position generates income from the private sector through project funding and donations. The role has distinct focuses: stewardship and engagement, prospecting, cultivation and growth.

The Head of Philanthropy will promote a philanthropic mindset with internal stakeholders. The role will involve an ongoing process of review, development and execution of the company's philanthropy strategy. To achieve this successfully, the Head of Philanthropy will work with the CEO and collaboratively with all departments of the company.

ORGANISATIONAL CONTEXT

Black Swan's vision is to connect artists and audiences through the power of theatre to entertain, challenge and inspire. We create exceptional, high-quality theatre that speaks to the world from our unique WA culture, landscape and moment in time.

Since its inception in 1991 under founding Artistic Director, Andrew Ross, Black Swan has been celebrated for its original theatrical works, Western Australian stories, site-specific and promenade productions, Perth Festival presentations, extensive national and international tours, and cross-cultural collaborations that uplift and celebrate Aboriginal artists.

We aim to remain true to this indomitable and inspired spirit to nurture works that reflect imaginatively on Black Swan's place and time in bold and uncompromising ways, in ways that will make people take notice, and in ways that will endure.

The Development Department is charged with helping achieve Black Swan's strategic goal of financial sustainability. Generating income from the public and private sectors serves to support the artistic work of the company.

Black Swan has experienced significant growth in philanthropy in recent years, with increased major giving, donor participation and campaign success. Philanthropy plays an increasingly important role in enabling ambitious artistic programming and organisational sustainability.

KEY RESPONSIBILITIES & DUTIES

Strategy and Planning

- Adapt the Philanthropy Strategic Plan to design a 5-year plan for the growth of philanthropy that including such activities as annual giving, collective giving, fundraising events, bequests, major gifts, trusts and foundations and other contemporary philanthropic practices.
- Conduct an annual review of the Philanthropy Strategic Plan.

- Implement programs in the Philanthropy Strategy that aligns with contemporary best practices in philanthropy.
- In liaison with the CEO manage the Philanthropy Advisory Board (PAB).
- Build sector networks and keep abreast of current industry trends at a state, national and international level.
- Analyse donor data and giving trends to inform strategy and maximise donor retention and lifetime value.
- Build and manage positive and collaborative internal relationships.

Acquisition

- Develop the philanthropic case for support and compelling key messages.
- Develop and implement solicitation strategies for major gifts and personally secure significant philanthropic contributions.
- Build and manage a portfolio of major donor prospects through identification, qualification, cultivation, solicitation and stewardship.
- Lead organisation-wide fundraising campaigns including annual appeals, Giving Day, matched giving campaigns and any future capital or endowment campaigns.
- Manage the logistics of annual giving campaigns, including data management, working with the marketing department to develop key collateral, managing distribution and reporting outcomes.
- Work closely with the PAB, and undertake prospecting research, to identify individuals and meaningful networks who have a capacity to donate major gifts.
- Maintain an active pipeline of prospective donors and regularly review movement through the cultivation cycle.
- Cultivate identified potential donors.
- With the marketing department, craft fundraising collateral, communications and targeted proposals as required.
- Liaise with the Head of Partnerships to ensure awareness of Partnerships that could create philanthropic opportunities.
- Develop and grow Black Swan's bequest program, including stewardship of confirmed bequestors and promotion of gifts in wills.

Stewardship and Engagement

- Ensure that donors are engaged and inspired, through best practice donor stewardship including timely acknowledgement and receipting of their contributions.
- Implement strategies to increase existing donor contributions year-on-year and maximise long-term giving.
- Build and maintain positive relationships with all donors and funders through regular and impactful communications.
- Work with the Marketing department to deliver an effective web presence that acknowledges and encourages sponsors and donors and offers an easy portal for contributions.
- Demonstrate best practice use of CRM systems to efficiently manage existing and potential donors including data management, proposals, receipting, communication and reporting.

Trusts & Foundations

- Identify, research and cultivate new trust and foundation funding opportunities that align with Black Swan's strategic priorities and artistic program.
- Prepare compelling grant applications, proposals, budgets and supporting documentation in collaboration with internal stakeholders.
- Build and maintain strong relationships with existing and prospective trust and foundation representatives through regular communication and stewardship.
- Ensure all funding agreements, acquittals, reporting and acknowledgement requirements are delivered accurately and on time.

- Maintain a forward pipeline of grant opportunities and funding prospects, monitoring deadlines and reporting requirements.
- Work collaboratively across the organisation to identify projects and initiatives suitable for philanthropic funding.
- Monitor trends within the philanthropic sector and identify emerging funding opportunities to diversify and strengthen revenue.

Events

- Develop an annual calendar of donor cultivation and stewardship events.
- Collaborate with the Black Swan team to curate private events (small and large scale) to steward philanthropic support.
- Ensure key donors, funders and sponsors are appropriately hosted by staff and board members.
- Collaborate with the Development Manager to prepare event briefing documentation.
- Prepare debriefing reports of events for evaluation and improvement.

Financial Management and Reporting

- Ensure effective budgeting of events and submissions to maximise return on investment.
- With the Finance Department, monitor the philanthropy revenue and expenditure budgets, and ensure all procurement guidelines and expenditure processes are adhered to.
- Provide regular reports in line with Board reporting requirements.

ORGANISATIONAL RELATIONSHIPS

The role sits within the Development team and liaises across departments, as required.

Reports to: CEO

Key internal relationships: Development Manager, Philanthropy Advisory Board, Head of Partnerships, Company Manager, Head of Marketing, PR Manager and Head of Finance.

Key external relationships: Existing and potential donors, and philanthropic trusts and foundations, key high net worth individuals.

SELECTION CRITERIA

Essential

1. Experience in the management of philanthropy programs at a senior level.
2. Minimum of five years' experience in fundraising, donor stewardship, major account management or marketing/public relations, including securing major gifts.
3. Formal qualifications in fundraising, communications, arts management or other relevant areas.
4. Experience in creating and maintaining strong relationships with supporters and stakeholders at all levels.
5. High level verbal and written communication and advanced presentation skills.
6. High level computer skills and experience in the use of CRM systems.
7. Experience in budget development and management.
8. Experience in project management and execution, with strong attention to detail in a fast-paced environment.

Desirable

1. Knowledge of the Western Australian arts development environment.
2. Prior experience using Tessitura CRM.

SPECIAL CONDITIONS

Work outside normal office hours, including evenings and weekends will be required from time to time.

PHYSICAL AND PSYCHOSOCIAL REQUIREMENTS

Description	Physical	Psychosocial
Ability to work to time pressures/deadlines		✓
Ability to sit for long periods	✓	
Ability to operate a computer for long periods	✓	
Ability to collaborate and effectively communicate with colleagues		✓
Ability to operate in a sometimes fast-paced and demanding environment		✓
Adaptability, flexibility, and resilience in the face of challenges and uncertainties.		✓
Travel: may need to travel frequently for business meetings, conferences, and other engagements. This requires physical mobility and the ability to adapt to different environments.	✓	✓
Ability to exercise discretion and maintain security of sensitive or confidential information		✓

This job description describes the broad scope of the role and is not an exhaustive list. It may also change from time to time with due consultation to meet the changing needs of the business.