

Role Description

Capital Campaign Manager



Cluster	Department of Planning and Environment
Agency	Australian Museum
Division/Branch/Unit	Development
Location	Sydney CBD
Classification/Grade/Band	Clerk Grade 11/12
Kind of Employment	Temporary
ANZSCO Code	139999
Role Number	50000087
PCAT Code	1119192
Date of Approval	August 2018
Agency Website	http://australianmuseum.net.au/

Overview

The Australian Museum (AM) operates within the NSW Department of Planning and Environment. The AM is the first museum in Australia and was founded in 1827. The AM provides access, engagement and scientific research to increase our understanding of natural history and culture, particularly of the Australasian region. The AM holds more than 19.5 million objects of biological, geological and cultural collections and develops programs, exhibitions and school and community education initiatives onsite, online and offsite. The AM's purpose is to make nature, Indigenous cultures and science accessible and relevant to everyone.

The NSW Government recently announced that the AM will receive \$50 million to expand its touring exhibition halls in the first phase of the AM's Master Plan. The new exhibition halls will open in early 2021 with the blockbuster exhibition, *Tutankhamun: Treasures of the Golden Pharaoh*. As well as the transformed exhibition spaces, the refurbishment will also create new education facilities, space for a new museum shop and café and other amenities. A multi-million capital campaign will support Phase 1 refurbishments and it is anticipated a future capital campaign to support the second phase of the AM's Master Plan will require significant philanthropic support.

For more information, visit the [website](#).

Primary purpose of the role

The Capital Campaign Manager secures financial support for the capital campaign from private sources including individual donors, Trusts & Foundations, corporate partnerships and government grants. The role works closely with the Capital Campaign Committee and the AM's Executive Leadership Team and the Master Plan project team to secure private funding for the capital campaign. The role manages the day-to-day operations of the Capital Campaign team and works collaboratively with the Development and Partnerships teams to secure and steward donors and supporters of the AM.

Key accountabilities

- Lead the development and delivery of the Capital Campaign to deliver \$7 million in private funding for the first phase of the AM's Master Plan.

- Overall campaign management including pipelines, prospect tracking, collateral development, donor communications and stewardship, administration and financial reporting
- Coordinate the Capital Campaign Committee under the guidance of the Committee Chair
- Manage a calendar of prospecting and engagement events for prospects and supporters, including interstate and international events as required
- Manage the Capital Campaign team including planning, financial management, resource allocation, performance management and approving operating expenditure in line with the Capital Campaign budget.

Key challenges

- Raise significant funds from private sources for the Capital Campaign within tight timeframes and allocated resources in a constantly changing environment
- Deliver outstanding donor, prospect and project management, and maintain accuracy and attention to detail while working under pressure

Key relationships

Who	Why
Internal	
Capital Campaign Committee	<ul style="list-style-type: none"> • Provide high-level support and follow up to Chair and Committee Members to secure private funding from prospects • Manage liaison with Committee Members
Executive Team, Trustees of the Australian Museum and Australian Museum Foundation (AMF)	<ul style="list-style-type: none"> • Provide expert advice and submit recommendations on the capital campaign • Manage administration and reporting on capital campaign
Master Plan project team	<ul style="list-style-type: none"> • Foster collaboration with the Master Plan project team to ensure accurate and timely information is provided to create capital campaign assets
Development Team	<ul style="list-style-type: none"> • Foster alignment and collaboration with the Development team, particularly with respect to donor relationships
Partnerships Team	<ul style="list-style-type: none"> • Foster alignment and collaboration with the Partnerships team, particularly with respect to corporate partner relationships
Other AM business units	<ul style="list-style-type: none"> • Increase buy-in and support for the capital campaign • Resolve conflicting priorities and opinions
Direct and indirect reports	<ul style="list-style-type: none"> • Inspire and motivate team, provide direction and manage performance

Who	Why
External	
Donors, Trusts & Foundations, Corporate Partners and other supporters	<ul style="list-style-type: none"> • Initiate new relationships to secure financial support • Maintain and foster positive relationships • Provide information and guidance about agreements and partnerships
Contractors and suppliers	<ul style="list-style-type: none"> • Negotiate and manage contracts, agencies, contractors and suppliers to ensure ROI and agreed delivery of materials and services

Role dimensions

Decision making

- This role has a high level of autonomy and is fully accountable for the delivery of the capital campaign strategy and plans on time, within budget and to expectations in terms of quality, deliverables and KPIs
- Refers to the Director, Strategic Projects, Public Affairs & Development and/or Director & CEO's decisions that require significant changes to project outcomes or timeframes; are likely to escalate or create substantial or contentious precedent; require a higher administrative or financial delegation, or submission to a higher level of management

Reporting line

Director, Strategic Projects, Public Affairs & Development

Direct reports

1 direct report, plus contractors as required

Budget/Expenditure

Multi-million campaign in private funding to be secured for the Capital Campaign by July 2020.

Essential requirements






1. Proven success in raising significant funds from private sources, ideally for a capital campaign
2. Comprehensive senior experience in managing donor and supporter relationships
3. Adequate knowledge and experience in order to deliver the Key Accountabilities and perform to the Focus Capabilities outlined in this Role Description.]

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available on the PSC website.

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Advanced
	Act with Integrity	Adept
	Manage Self	Adept
	Value Diversity	Adept
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Advanced
 Results	Deliver Results	Advanced
	Plan and Prioritise	Adept
	Think and Solve Problems	Advanced
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Adept
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project Management	Adept
 People Management	Manage and Develop People	Adept
	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Adept
	Manage Reform and Change	Intermediate

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Advanced	<ul style="list-style-type: none"> Stay calm and act constructively in highly pressured and unpredictable environments Give frank, honest advice in the face of strong, contrary views Accept criticism of own ideas and respond in a thoughtful and considered way Welcome new challenges and persist in raising and working through novel and difficult issues Develop effective strategies and show decisiveness in dealing with emotionally charged situations, difficult and controversial issues
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> Present with credibility, engage varied audiences and test levels of understanding Translate technical and complex information concisely for diverse audiences Create opportunities for others to contribute to discussion and debate Actively listen and encourage others to contribute inputs Adjust style and approach to optimise outcomes Write fluently and persuasively in a range of styles and formats
Relationships Commit to Customer Service	Adept	<ul style="list-style-type: none"> Take responsibility for delivering high quality customer-focused services Understand customer perspectives and ensure responsiveness to their needs Identify customer service needs and implement solutions Find opportunities to co-operate with internal and external parties to improve outcomes for customers Maintain relationships with key customers in area of expertise Connect and collaborate with relevant stakeholders within the community
Relationships Influence and Negotiate	Advanced	<ul style="list-style-type: none"> Influence others with a fair and considered approach and present persuasive counter-arguments Work towards mutually beneficial win/win outcomes Show sensitivity and understanding in resolving acute and complex conflicts Identify key stakeholders and gain their support in advance Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise Pre-empt and minimise conflict within the organisation and with external stakeholders
Results Deliver Results	Advanced	<ul style="list-style-type: none"> Drive a culture of achievement and acknowledge input of others Investigate and create opportunities to enhance the achievement of organisational objectives Make sure others understand that on-time and on-budget results are required and how overall success is defined

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> Control output of business unit to ensure government outcomes are achieved within budget Progress organisational priorities and ensure effective acquisition and use of resources Seek and apply the expertise of key individuals to achieve organisational outcomes
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> Prepare clear project proposals and define scope and goals in measurable terms Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements Prepare accurate estimates of costs and resources required for more complex projects Communicate the project strategy and its expected benefits to others Monitor the completion of project milestones against goals and initiate amendments where necessary Evaluate progress and identify improvements to inform future projects
People Management Manage and Develop People	Adept	<ul style="list-style-type: none"> Define and clearly communicate roles and responsibilities to achieve team/unit outcome Negotiate clear performance standards and monitor progress Develop team/unit plans that take into account team capability, strengths and opportunities for development Provide regular constructive feedback to build on strengths and achieve results Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way Monitor and report on performance of team in line with established performance development frameworks