

Role Description

Head of Capital Campaign, Powerhouse Ultimo



Cluster	DEIT
Agency	Museum of Applied Arts and Sciences
Division/Branch/Unit	Campaign
Location	Ultimo
Classification/Grade/Band	Clerk Grade 11/12
ANZSCO Code	139911
PCAT Code	1111492
Date of Approval	July 2022
Agency Website	maas.museum

Agency overview

The Museum of Applied Arts and Sciences sits at the intersection of the arts, design, science and technology and plays a critical role in engaging communities with contemporary ideas and issues. Established in 1879, the museum includes the flagship Powerhouse Parramatta, Powerhouse Ultimo, Sydney Observatory and the Museums Discovery Centre. The Museum is custodian to over half a million objects of national and international significance and is considered one of the finest and most diverse collections in Australia.

The Powerhouse Program is one of the largest cultural infrastructure projects currently being undertaken in Australia. The Program will transform and renew one of Australia's oldest and most important cultural institutions and carry forward its legacy to reflect the changing needs of the contemporary communities of NSW. The Program includes four key projects; the establishment of the Powerhouse at Parramatta, the expansion of Powerhouse Castle Hill, the establishment of the Powerhouse Creative Industries Precinct in Ultimo and the Relocation and Digitisation of over 300,000 objects from the Powerhouse collections.

Primary purpose of the role

The NSW Government has invested into the renewal of Powerhouse Ultimo and to ensure public-private investment into the renewal, Powerhouse Ultimo is embarking on a \$50 million capital campaign to assist in achieving the objectives of creating an Ultimo creative industries precinct with Powerhouse Ultimo at its core. The renewal of Powerhouse Ultimo will connect the museum to industry and a cultural industries ecology through dynamic programming of national and internationally significant exhibitions, programs and events, plus dedicated fashion and design galleries.

The Head of Campaign, Powerhouse Ultimo plays a major role within the renewal of Powerhouse Ultimo and is tasked with identifying and securing contributions from individual donors, foundations and corporate organisations to ensure the \$50million capital campaign target is met and support is secured for the delivery of Powerhouse Ultimo.

Key accountabilities

- Develop and implement strategies, in conjunction with the Executive Director, Capital Campaigns, to support campaign objectives.
- Secure seven-figure philanthropic contributions to the Powerhouse Ultimo Campaign
- Develop and lead the stewardship and engagement plan for leading Powerhouse Ultimo donors
- Assist in the delivery of the campaign project including delivering interdependent project outcomes, identifying key project risks and developing risk mitigation strategies through excellence in governance, systems and processes to ensure the project achieve time and revenue objectives.
- Establish and influence strategic partnerships across individual donors and foundations by providing advice, direction and guidance on the program and developing a program of events and stakeholder engagement activities to attract investment interest and build the reputation and profile of the Powerhouse Ultimo.
- Prepare high quality proposals for individual donors and foundations and negotiate terms that align to capital program priorities to deliver on the objectives of Powerhouse Ultimo.
- Create and implement operational processes to maximise revenue potential, including identification and strategy development for securing and maintaining relationships with high-level donor and foundations.
- Oversee continued development and active use of the CRM system for the relationship management process; Create and maintain systems to track and manage within the CRM system, donor agreements and proposals.
- Create and manage cultivation, recognition and stewardship events for major donors, identifying ways to incorporate existing opportunities as appropriate.
- Ensure that formal policies and procedures around stakeholder management are in line with industry best-practice and reflect the values of the organization.
- Build awareness of the culture of philanthropy within the institution and maintain an active professional network.

Key challenges

- Achieving project deadlines and milestones.
- Navigating and balancing competing interests of a range of stakeholders to achieve engagement with program priorities.
- Delivering excellence in donor management through the establishment of high-quality governance practices and outstanding customer focused program activities.

Key relationships

Who	Why
Internal	
Executive Director, Capital Campaigns	<ul style="list-style-type: none">• Receive guidance and provide regular updates on key projects, issues and priorities• Provide advice and contribute to decision making• Identify emerging issues/risks and their implications and propose solutions
Specific Teams/Departments	<ul style="list-style-type: none">• Work collaboratively to contribute to achieving team outcomes
Direct reports	<ul style="list-style-type: none">• Provide leadership, guidance, feedback and advice
- TBC	<ul style="list-style-type: none">• Receive regular updates on key priorities• Share information to achieve team outcomes

Who	Why
External	
Donors and foundations	<ul style="list-style-type: none"> • Foster beneficial relationships, exchange information, collaborate, influence and negotiate. • Secure external income. • Provide project-related advice and updates. • Seek feedback about programs and strategies.
Other NSW Government agencies (including Infrastructure NSW and State Cultural Institutions) and federal and local agencies	<ul style="list-style-type: none"> • Foster beneficial relationships, exchange information, collaborate, influence and negotiate. • Secure external income. • Provide information, advice and guidance. • Seek feedback about programs and strategies.
Vendors/Service Providers	<ul style="list-style-type: none"> • Engage with for the provision of necessary resources and services.

Role dimensions

Decision making

The role operates with significant accountability and is directly accountable, within delegation, for decisions relevant to the setting of day to day priorities to ensure the achievement of relevant outcomes. The role provides strategic, evidence-based advice and recommendations to the Executive Director, Capital Campaigns to achieve the financial target of the Powerhouse Ultimo Capital Campaign.

Reporting line

The role reports to the **Executive Director, Capital Campaigns**.

Direct reports

TBC

Budget/Expenditure

Nil

Key knowledge and experience

- Appropriate tertiary qualification or relevant, equivalent professional experience in fundraising, arts, communication, marketing or a related discipline.
- Substantial experience in a senior role with responsibility for successfully achieving fundraising targets within a context of tight timeframes and budgets, preferably in the arts or education sectors.
- Demonstrated experience in identifying and securing seven-figure gifts from Individual donors and Foundations.
- Strong demonstrated ability to establish effective partnerships with stakeholders across Government, the private sector and the community.

Essential requirements






- None applicable.

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

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	Advanced
	Manage Self	Adept
	Value Diversity	Adept
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Advanced
	Work Collaboratively	Advanced
	Influence and Negotiate	Advanced
 Results	Deliver Results	Advanced
	Plan and Prioritise	Advanced
	Think and Solve Problems	Advanced
	Demonstrate Accountability	Advanced
 Business Enablers	Finance	Adept
	Technology	Adept
	Procurement and Contract Management	Highly Advanced
	Project Management	Highly Advanced
 People Management	Manage and Develop People	Adept
	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Adept
	Manage Reform and Change	Adept

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 Act with Integrity	Advanced	<ul style="list-style-type: none"> Model the highest standards of ethical behaviour and reinforce them in others Represent the organisation in an honest, ethical and professional way and set an example for others to follow Ensure that others have a working understanding of the legislation and policy framework within which they operate Promote a culture of integrity and professionalism within the organisation and in dealings external to government Monitor ethical practices, standards and systems and reinforce their use Act on reported breaches of rules, policies and guidelines
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 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
Results Plan and Prioritise	Advanced	<ul style="list-style-type: none"> Understand the links between the business unit, organisation and the whole-of-government agenda Ensure business plan goals are clear and appropriate including contingency provisions Monitor progress of initiatives and make necessary adjustments Anticipate and assess the impact of changes, such as government policy/economic conditions, to business plans and initiatives, and respond appropriately Consider the implications of a wide range of complex issues, and shift business priorities when necessary Undertake planning to transition the organisation through change initiatives and evaluate progress and outcome to inform future planning

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Results Demonstrate Accountability	Advanced	<ul style="list-style-type: none"> • Design and develop systems to establish and measure accountabilities • Ensure accountabilities are exercised in line with government and business goals • Exercise due diligence to ensure work health and safety risks are addressed • Oversee quality assurance practices • Model the highest standards of financial probity, demonstrating respect for public monies and other resources • Monitor and maintain business unit knowledge of and compliance with legislative and regulatory frameworks • Incorporate sound risk management principles and strategies into business planning
Business Enablers Procurement and Contract Management	Highly Advanced	<ul style="list-style-type: none"> • Ensure that whole-of-government approaches to procurement and contract management are integrated into the organisation's policies and practices • Ensure that effective governance processes are in place for the organisation's provider, supplier and contractor management, tendering, procurement and contracting policies, processes and outcomes • Monitor and evaluate both compliance and effectiveness of procurement and contract management within the organisation
Business Enablers Project Management	Highly Advanced	<ul style="list-style-type: none"> • Implement effective governance processes for acceptance of projects based on sound business cases • Use historical, political and broader context to inform project directions and mitigate risk • Obtain the commitment of key stakeholders to major project strategies, including cross-organisational initiatives, and ensure ongoing communication • Ensure that project risks are managed effectively and appropriate strategies are in place to respond to variance • Implement systems for monitoring and evaluating effective management, expenditure of project budgets and resources, to achieve organisational goals
People Management Optimise Business Outcomes	Adept	<ul style="list-style-type: none"> • Initiate and develop longer-term goals and plans to guide the work of the team in line with organisational objectives • Allocate resources to ensure achievement of business outcomes and contribute to wider workforce planning • Ensure that team members base their decisions on a sound understanding of business principles applied in a public sector context • Monitor performance against standards and take timely corrective actions • Keep others informed about progress and performance outcomes