

# Role Description

## Major Gifts Manager



<b>Cluster</b>	Department of Premier and Cabinet
<b>Agency</b>	Australian Museum
<b>Division/Branch/Unit</b>	Public Affairs & Development/Development
<b>Location</b>	Sydney CBD
<b>Classification/Grade/Band</b>	Clerk Grade 9/10
<b>Kind of Employment</b>	Temporary
<b>ANZSCO Code</b>	131112
<b>Role Number</b>	51001826
<b>PCAT Code</b>	3111492
<b>Date of Approval</b>	June 2020
<b>Agency Website</b>	<a href="http://australianmuseum.net.au/">http://australianmuseum.net.au/</a>

### Overview

The Australian Museum (AM) operates within the NSW Department of Premier and Cabinet, 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 21 million objects of biological, geological and cultural collections and develops programs, exhibitions and school and community education initiatives onsite, online and offsite.

The AM mission is: To ignite wonder, inspire debate and drive change.

The AM vision is: To be a leading voice for the richness of life, the Earth and culture in Australia and the Pacific. We commit to transform the conversation around climate change, the environment and wildlife conservation; be a strong advocate for First Nations' culture; and continue to develop world-leading science, collections, exhibitions and education programs.

For more information, visit the [website](http://australianmuseum.net.au/).

### Primary purpose of the role

The Major Gifts Manager is a key role in building on the success of the Australian Museum to increase its philanthropic ambitions. The role will secure financial support for the Australian Museum from private sources with a focus on individual donors and Trusts & Foundations in order to build a community of philanthropic support to achieve the AM's strategic vision. The role works closely with the AMF Trustees, AM's Executive Leadership Team and key internal project leaders to secure funding for a variety of significant projects, including First Nations activities, scientific research projects, capital works, gallery redevelopment, education projects and public programs. The role reports to

the Manager, Strategy and Development and work collaboratively with the Development and Partnerships team to secure and steward donors and supporters of the AM at the major gift level.

### Key accountabilities

- Drive acquisition and retention of major gifts through identification, cultivation and stewardship of major gift prospects and donors to the AM.
- Deliver philanthropic revenue from major gifts to set annual targets.
- Work in close consultation with the Manager, Strategy & Development to cultivate and steward major gift prospects and donors.
- Develop tailored proposals for major gift donors and facilitate access to AM expertise and talent where relevant.
- Provide timely, accurate and relevant advice and reports as required to the Director of Development, AM Executive Leadership and AMF Trustees.
- Work in close collaboration with the Development and Partnerships Team to identify opportunities, foster relationships and enhance donor engagement in a tight resource environment.
- Work in close consultation with AM teams (AMRI, MEE & Strategic Projects) to identify projects requiring philanthropic support and develop proposals for funding to a competitive standard.
- Maintain clear and up to date records pertaining to major gift donors to the AM.
- Ensure timely and accurate payment of funds as well as delivery of appropriate acknowledgement and recognition of major gift contributions in line with AM policy and procedure.

### Key challenges

- Raise significant funds from private sources to support the AM vision 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
<b>Internal</b>	
Executive Team, Trustees of the Australian Museum and Australian Museum Foundation (AMF)	<ul style="list-style-type: none"> <li>• Provide high-level support and follow up to Executive Team and Trustees to secure private funding from prospects</li> <li>• Provide expert advice and submit recommendations on the acquisition and retention of major gift donors</li> <li>• Provide timely and accurate reporting on major gifts to the AM including progress against targets</li> </ul>

Who	Why
Development Team	<ul style="list-style-type: none"> <li>Foster alignment and collaboration with the Development team, particularly with respect to donor relationships and effective use of limited resources</li> </ul>
Partnerships Team	<ul style="list-style-type: none"> <li>Foster alignment and collaboration with the Partnerships team, particularly with respect to corporate partner relationships and effective use of limited resources</li> </ul>
Other AM business units	<ul style="list-style-type: none"> <li>Foster alignment and collaboration with AM business units, particularly with respect to identifying and developing projects and programs for philanthropic support</li> <li>Increase buy-in and support for fostering philanthropic support</li> <li>Resolve conflicting priorities and opinions</li> </ul>
Direct and indirect reports	<ul style="list-style-type: none"> <li>Inspire and motivate team, provide direction and manage performance</li> </ul>
<b>External</b>	
Donors, Trusts & Foundations, Corporate Partners and other supporters	<ul style="list-style-type: none"> <li>Initiate and cultivate new relationships to secure financial support</li> <li>Identify and foster major gift prospects from within existing AM stakeholder networks</li> <li>Steward and foster positive relationships with current major gift donors</li> <li>Provide accurate information and guidance about AM projects, activities, agreements and partnerships</li> </ul>
Contractors and suppliers	<ul style="list-style-type: none"> <li>Negotiate and manage contracts, agencies, contractors and suppliers to ensure ROI and agreed delivery of materials and services as required</li> </ul>

## Role dimensions

### Decision making

- This role has a high level of autonomy and is fully accountable for the delivery of major gift acquisition and stewardship on time, within budget and to expectations in terms of quality, deliverables and KPIs.
- Refers to the Manager, Strategy & Development; Director, 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

Manager, Strategy & Development

## Direct reports

0 direct report, contractors as required

## Budget/Expenditure

Annual target and multi-million campaign in private funding to be secured by set deadlines.

## Essential requirements

- Proven success in raising significant funds from private sources, ideally with a proven track record in major gifts
- Comprehensive senior experience in managing donor and supporter relationships

## Knowledge and Experience

- 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](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into **focus capabilities** and **complementary capabilities**.

## Focus capabilities

*Focus capabilities* are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	<b>Display Resilience and Courage</b> Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"><li>• Be flexible, show initiative and respond quickly when situations change</li><li>• Give frank and honest feedback and advice</li><li>• Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately</li></ul>	Adept

- Raise and work through challenging issues and seek alternatives
- Remain composed and calm under pressure and in challenging situations



### **Communicate Effectively**

Communicate clearly, actively listen to others, and respond with understanding and respect

- Present with credibility, engage diverse audiences and test levels of understanding
- Translate technical and complex information clearly and concisely for diverse audiences
- Create opportunities for others to contribute to discussion and debate
- Contribute to and promote information sharing across the organisation
- Manage complex communications that involve understanding and responding to multiple and divergent viewpoints
- Explore creative ways to engage diverse audiences and communicate information
- Adjust style and approach to optimise outcomes
- Write fluently and persuasively in plain English and in a range of styles and formats

Advanced

### **Commit to Customer Service**

Provide customer-focused services in line with public sector and organisational objectives

- Take responsibility for delivering high-quality customer-focused services
- Design processes and policies based on the customer's point of view and needs
- Understand and measure what is important to customers
- Use data and information to monitor and improve customer service delivery
- Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers
- Maintain relationships with key customers in area of expertise
- Connect and collaborate with relevant customers within the community

Adept

### **Influence and Negotiate**

Gain consensus and commitment from others, and resolve issues and conflicts

- Negotiate from an informed and credible position
- Lead and facilitate productive discussions with staff and stakeholders
- Encourage others to talk, share and debate ideas to achieve a consensus
- Recognise diverse perspectives and the need for compromise in negotiating mutually agreed outcomes
- Influence others with a fair and considered approach and sound arguments

Adept

- Show sensitivity and understanding in resolving conflicts and differences
- Manage challenging relationships with internal and external stakeholders
- Anticipate and minimise conflict



### **Deliver Results**

Achieve results through the efficient use of resources and a commitment to quality outcomes

- Seek and apply the expertise of key individuals to achieve organisational outcomes
- Drive a culture of achievement and acknowledge input from others
- Determine how outcomes will be measured and guide others on evaluation methods
- 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 business unit output to ensure government outcomes are achieved within budgets
- Progress organisational priorities and ensure that resources are acquired and used effectively

Advanced



### **Project Management**

Understand and apply effective planning, coordination and control methods





- Understand all components of the project management process, including the need to consider change management to realise business benefits
- Prepare clear project proposals and accurate estimates of required costs and resources
- Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements
- Identify and evaluate risks associated with the project and develop mitigation strategies
- Identify and consult stakeholders to inform the project strategy
- Communicate the project's objectives and its expected benefits
- Monitor the completion of project milestones against goals and take necessary action
- Evaluate progress and identify improvements to inform future projects

Adept

## **Complementary capabilities**

*Complementary capabilities* are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

Capability group/sets	Capability name	Description	Level
 Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Adept
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Adept
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Work Collaboratively	Collaborate with others and value their contribution	Adept
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Adept
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate