

POSITION DESCRIPTION

Position Title:	General Manager Development (newly created position)
Location:	National Secretariat, Brisbane-based
Employment Status:	Full-time - 3 year contract
Reporting Relationships:	Chief Executive Officer
Location:	Sydney Regular travel is anticipated in this role
Date:	December 2018

PURPOSE OF POSITION DESCRIPTION

The purpose of this position description is to document the work which is encompassed within this role. The key areas of responsibility and performance indicators are tied to the performance review and career development conversations. This document should be reviewed annually as changes in the organisation may result in the need to update the position description.

SECTION 1

MISSION

Lung Foundation Australia's vision is to ensure **'better lung health and reduced impact of lung disease for all in Australia'** by:

- Promoting lung health
- Promoting timely diagnosis of lung disease
- Supporting those with lung disease and their carers
- Promoting equitable access to evidence-based care
- Driving quality research and raising funds for medical and scientific research;
- Influencing public policy, through advocacy across all levels of government.

VALUES

The Lung Foundation operates under the principles and respect for the law and system of government, respect for people, integrity, diligence and efficiency.

ENVIRONMENT

The Lung Foundation's National Office includes approximately 20 professional staff, supported by a team of dedicated volunteers.

ATTRIBUTES



- Managing relationships
- Communication
- Integrity
- Adaptability
- Quality Conscious

SECTION 2

POSITION SUMMARY

The Purpose of the Position:

Following the recent appointment of a new CEO Lung Foundation has embarked on an organisation wide focus to diversity of revenue to create sustainability into the future. This is a new Executive Leadership role based in a newly established Sydney office and builds on five years of successful fundraising, marketing and brand development.

You will lead the Lung Foundation Australia Development and Community Relations Strategy raising funds for, and awareness of, Lung Foundation Australia by developing, driving and continuously evaluating a diverse range of fundraising programs, supported by engaging marketing campaigns and community relationship activities.

You will lead and empower the corporate fundraising and marketing | communications teams and associated functions to achieve organisational goals.

Skills, Qualifications and Attributed required

- Tertiary qualifications in business, marketing / communications and philanthropy, and/or relevant industry and leadership experience in excess of 10 years.
- A highly developed understanding of philanthropy, marketing, communications and fundraising principles in the not-for-profit and for-profit sectors.
- Exceptional level of customer service and the ability to interact with a diverse range of internal and external stakeholders.
- Proven track record to develop and achieve strategic frameworks within budgetary constraints.
- Demonstrated ability to lead and motivate a team to achieve organisational goals, targets and performance excellence.
- Excellent organisational, planning and time management skills with a strong attention to detail.
- Highly developed interpersonal and written communication skills.
- Self-directed, energetic and motivated to achieve agreed outcomes within a team environment.
- Highly developed use of Microsoft Office software.
- Demonstrated experience with CRM databases - Salesforce.
- Alignment with Lung Foundation Vision, Purpose and Values.
- Membership of the Fundraising Institute of Australia
- Current driver's license – Class C.

Key Responsibilities

Role Area	Responsibilities/behaviours	Performance Outcomes Sought
Fundraising and Sustainability	<ul style="list-style-type: none"> • Supervise and empower the fundraising team to achieve the Foundation's fundraising and development strategy • Design, develop, manage, evaluate and refine the Lung Foundation fundraising strategy for all activities, events and projects including the setting and achievement of key deliverables including revenue generation. • Prepare the fundraising & communications budget and other financial records related to expenditure and income. • Analyse fundraising strategies and financial records on a regular basis and report outcomes with recommendations. • Lead and monitor all fundraising campaigns and activities including major gifts, appeals, donor relations and communications, bequests, gifts in memoriam, regular giving, workplace giving, community fundraising and events. • Foster and maintain relationships with key stakeholders and third party suppliers to drive revenue identify opportunities and maximise efficiencies. • Ensure all fundraising activities and events comply with the law, government agencies, 	<ul style="list-style-type: none"> • Fundraising strategy developed and executed. • Department budgets are prepared and approved. • Income targets are met or exceeded, and within budgetary constraints. • Sustainable relationships are developed and maintained. • Lung Foundation database utilised as the single source of truth. • Timely reporting and analysis/evaluation of all activities and events.

Role Area	Responsibilities/behaviours	Performance Outcomes Sought
	<p>industry standards and guiding principles.</p> <ul style="list-style-type: none"> • Ensure the Lung Foundation database is being utilised and maintained as the single source of truth for all fundraising and communications interactions. 	
<p>Marketing and Communications</p>	<ul style="list-style-type: none"> • Supervise and empower the Senior Marketing and Communications Manager and their team to achieve the Foundation's brand, marketing and communications strategy • Ensure internal collaboration within the Foundation to embed within all teams our brand, marketing and communications strategies and promote consistency for all activities and projects • Support the Senior Manager Marketing and Communications to set and achieve key deliverables and targets relating to awareness, engagement and revenue generation. • Lead the team to manage the evaluation of marketing communication strategies including (but not limited to) web, print, radio, television, social media, collateral and ambient media with internal and external stakeholders. • Lead the team to work collaboratively to provide campaigns and the necessary tools and support to achieve key performance targets for all areas within the organisation as a shared service. • Foster relationships with relevant agencies and 	<ul style="list-style-type: none"> • A brand strategy is developed and embedded within Lung Foundation. • Brand awareness increases as measured by independent surveys. • Marketing communications strategy is developed and executed. • Communications targets/reach are met or exceeded, and within budgetary constraints. • Sustainable relationships are developed, maintained and grown • Public Relations strategy developed in collaboration with key stakeholders

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	<p>organisations to ensure timely and effective delivery and cost efficiencies are maintained.</p> <ul style="list-style-type: none"> • Ensure clarity of the Lung Foundation brand is effectively communicated throughout the organisation and the style guide, brand kit and collateral are consistent across all activities, events and programs • Monitor and measure brand health. • Work collaboratively across the organisation to develop and implement a comprehensive public relations strategy relating to the organisation's business activities, its role as a thought leader, and its positioning with key stakeholders. 	
<p>Relationship Management</p>	<ul style="list-style-type: none"> • Supervise the fundraising team to execute the donor relations program and ensure that exemplary donor care is maintained to achieve performance excellence and exceed expectations. • Foster and maintain relationships with current and prospective key corporate partners with an emphasis on growth of non-pharmaceutical company partners • As a lead brand ambassador represent Lung Foundation at third party events and speaking engagements 	<ul style="list-style-type: none"> • Donor growth measured over time including untied revenue targets achieved • Corporate partnership growth and retention of existing partners • Level of engagement by partners (and their employees customers etc) in LFA activities • Relationship management meets industry standards and exceeds supporter expectations.

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Market Research and Innovation	<p>as required.</p> <ul style="list-style-type: none"> • Supervise the marketing and communications team to develop a strategy for the use of market research to inform the organisation's decision-making processes, including determining key target markets, testing brand awareness and health, motivation to donate and/or support. • Keep up to date of competitor activity (NFPs) and make recommendations. • Undertake NFP research to monitor key supporters and programs to identify possible opportunities and ensure innovation thrives 	<ul style="list-style-type: none"> • Market research strategy developed. • Competitor activity reported. • Annual brand survey – unprompted awareness improves over time
Workplace Health & Safety	<ul style="list-style-type: none"> • Ensure compliance with legislative and Lung Foundation WHS policy. • Staff are aware of, and adhere to WHS, Child Protection and Privacy requirements. • Ensure a safe working environment for self and others. 	<ul style="list-style-type: none"> • All Workplace health and safety programs are followed to ensure a safe working environment for self and others.
Team Leadership	<ul style="list-style-type: none"> • Provide leadership for the Fundraising & Communications team and foster an environment of teamwork and performance excellence. • Working in consultation with the CEO and in collaboration with key senior staff in order to achieve organisational goals. • Work in consultation with the CEO for recruitment and staffing matters. • Undertake Probation and Performance Review 	<ul style="list-style-type: none"> • Team work plans developed and delivered annually. • Budgets planned, monitored and achieved. • Synergy with each organisation department to achieve performance excellence. • Team goals and targets are met or exceeded. • Successful recruitment and probationary, performance review processes.

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	<p>processes for direct reports.</p> <ul style="list-style-type: none"> • Provide mentoring and coaching for Fundraising & Communications staff, and identify development opportunities as required. 	
Team Membership	<ul style="list-style-type: none"> • Follow Lung Foundation values, policies, procedures and statutory obligations. • Play an active leadership and an active role in Executive team and with Fundraising & Communications team, undertaking activities to fulfil individual&/or team work plans. • Participate in Lung Foundation events and meetings as required. • Assist the Chief Executive Officer as and when with ad hoc projects. 	<ul style="list-style-type: none"> • Team building activities planned and delivered at least annually. • Ad hoc project work plan as needed developed in consultation with Chief Executive Officer.
Other	<ul style="list-style-type: none"> • Prepare a fundraising & communications WIP for the Chief Executive Officer on a regular basis. • Prepare timely and succinct fundraising & communications reports for the Board, sub-committees and as required by the Chief Executive Officer. • Participate in the development of Lung Foundation strategic framework and annual planning processes. • Maintain professional associations and networks. • Any other reasonable duties as may be assigned by the Chief Executive Officer that is consistent with the nature of the job and its level of 	<ul style="list-style-type: none"> • Weekly WIP and other reports submitted in a timely manner. • Attendance at public engagements as required. • Input into the organisational strategic framework

Role Area	Responsibilities/behaviours	Performance Outcomes Sought
	responsibility	

SECTION 3

REPORTING RELATIONSHIPS

Reports to Chief Executive Officer - Brisbane

KEY RELATIONSHIPS

General Manager Consumer Health Programs and Partnerships - Brisbane
 General Manager Clinical Programs, Research and Innovation - Brisbane
 General Manager Corporate Services - Brisbane
 Corporate Partnerships Manager - Sydney
 Grants Manager - Sydney
 Community Fundraising Manager - Brisbane
 Senior Manager Marketing and Communications and his | her team - Brisbane
 Donors, Corporate Partners and supporters - National
 Board – National

SECTION 4

PERFORMANCE APPRAISALS

Performance review and career development discussions will take place six monthly with those who are direct reports to this position.