

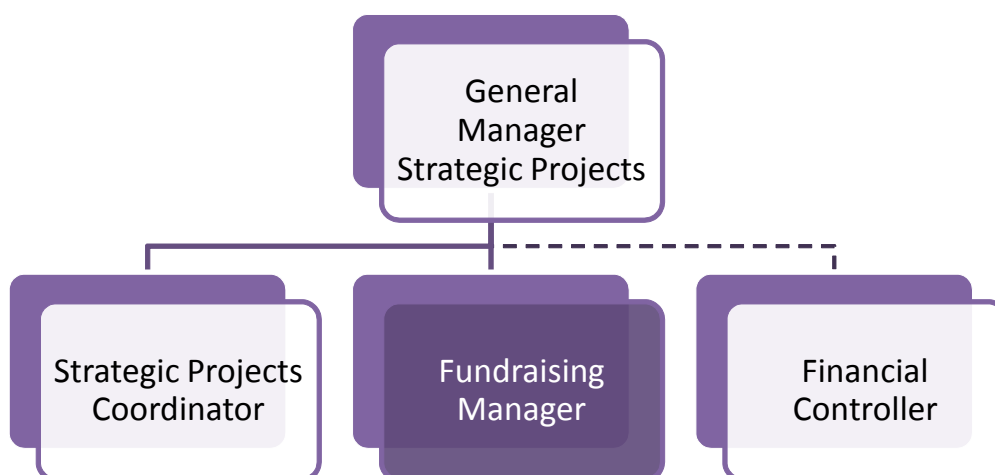


**FREMANTLE
DOCKERS**

FREMANTLE DOCKERS POSITION DESCRIPTION

POSITION TITLE	Fundraising Manager
DEPARTMENT	Strategic Projects
DIVISION	Strategic Projects

REPORTING RELATIONSHIP



POSITION PURPOSE

Position's primary responsibility and purpose within the organisation:

The primary purpose of the role is to develop and implement fundraising strategies, programs and capabilities for the club initially with a focus on the fundraising for the club's new Elite Training and Admin Facility (ETAF) but also the development and implementation of ongoing fundraising strategies across the club to ensure long term fundraising programs are in place.

KEY RESPONSIBILITY AREAS (KRAs)

The Key Responsibility Areas (KRAs) of the position are broad areas that the position has responsibility for but are not duties, activities or "things done" to deliver finished or finalised work.

KRA 1	Work with the club Board and Executive, other club departments, the Australian Sports Foundation (ASF) and key external stakeholders to implement a long term and sustainable fundraising strategy for the club.
KRA 2	Design and implement a fundraising strategy and programs for the club's ETAF.
KRA 3	Design and implement a bequest strategy and program for the club.
KRA 4	Identify short and long term fundraising opportunities, initiatives and programs for the club.
KRA 5	Other duties as required.

POSITION ACCOUNTABILITIES

Accountabilities relate directly to the position's KRAs and are statements of the broad areas of responsibility that apply to the position.

KRA No	Accountabilities	
1	Work with the club Board and Executive, other club departments, the Australian Sports Foundation (ASF) and key external stakeholders of the club to implement a long term and sustainable fundraising strategy for the club.	
1.1	In conjunction with GM Strategic Projects and the club Executive, develop a short and long term sustainable fundraising plan and strategy with clear targets and goals.	
1.2	In collaboration with the club Brand Subcommittee and other club departments design marketing material, membership material and events to communicate and implement fundraising opportunities to stakeholders.	
1.3	Work with the ASF to ensure fundraising plans and strategies comply with relevant law and legislation.	
1.4	Develop strategies to identify and secure significant donations from a broad range of sources including but not limited to: <ul style="list-style-type: none"> • Trusts / foundations. • High net worth stakeholders. • Corporates. • Bequests. • Club members and fans. • The sporting community and broader public. 	
1.5	Develop and maintain relationships with relevant internal and external stakeholders.	
1.6	Work with the club Board and Executive to develop a target list, appropriate club contact person and implementation plan for fundraising from high net worth individuals.	
1.7	Work with other club departments, specifically Business Operations, to segment members into appropriate groups and develop targeted fundraising strategies for each group.	
1.8	Work with other club departments, specifically Commercial Partners, to develop targeted fundraising strategies for our Partners.	
1.9	Work with other club departments, specifically the Business Operations, to develop targeted fundraising events as part of the overall fundraising strategy.	
2	Design and implement a fundraising strategy and programs for the club's ETAF.	
2.1	In conjunction with GM Strategic Projects, develop a fundraising project plan / strategy with clear targets and goals to enable contribution to the club's ETAF project.	
2.2	In collaboration with the club Brand Subcommittee and other club departments, design marketing material, membership material and events to communicate and implement ETAF fundraising opportunities.	
2.3	Develop strategies to identify and secure significant donations from a broad range of sources for the ETAF including but not limited to: <ul style="list-style-type: none"> • Trusts / foundations. • High net worth stakeholders. • Corporates. • Bequests. • Club members and fans. • The sporting community and broader public. 	

POSITION DESCRIPTION

3	Design and implement a bequest strategy and program for the club.	
	3.1	Develop a bequest strategy with clear targets and goals.
	3.2	In collaboration with the club Brand Subcommittee and other club departments, design marketing material to communicate the bequest opportunities.
4	Identify short and long term fundraising opportunities and initiatives and programs for the club.	
	4.1	In conjunction with GM Strategic Projects and the club Executive develop a longer term fundraising project plan / strategy and programs with clear targets and goals.
	4.2	In conjunction with Communications and Media Department establish and maintain a fundraising profile on club website and through other mediums as appropriate.
	4.3	Identify ways to incorporate fundraising activities into existing club events and initiatives such as game day, on line auction, etc.
5	Other duties as requested	
	5.1	Work closely with the ASF and other Government entities to ensure fundraising strategies are innovative and comply with relevant legislation and law.
	5.2	Manage all administrative duties related to the club's fundraising initiatives and actions.
	5.3	Provide regular reports relating to achievement of KPIs outlined in Fundraising strategies and plans.
	5.4	Produce monthly fundraising report for FFC Board and Executive as well as individual monthly reports for specific Board members and Executives directly involved in fundraising.
	5.5	Organise, ensure appropriate Club Board members or Executives are in attendance, and where appropriate, attend meetings with high net worth individuals, key stakeholders and members to facilitate fundraising donations.
	5.6	Assist the Commercial Partners Department as required with facilitating fundraising donations from Commercial Partners.
	5.7	Work with the Finance and Administration Department to ensure all donations comply with ASF, Tax Department and internal Club requirements and rules.
	5.8	Act as secretary for any relevant Fundraising committees or sub committees'.
	5.9	Processing donations and receipts.

POSITION DESCRIPTION

POSITION KNOWLEDGE, ABILITY AND SKILLS (Competencies)

- Demonstrated substantial experience in developing successful fundraising strategies, ideally within the sporting sector and a proven record in developing and delivering outstanding fundraising outcomes, ideally within the sporting sector.
- Demonstrated knowledge of best-practice fundraising, including identification, research, solicitation and stewardship.
- Demonstrated excellent written and verbal communication and interpersonal skills including the ability to build and maintain effective relationships with internal and external stakeholders.
- Proven ability to grow and leverage existing personal networks.
- Proven ability to manage and work within tight budgets and timeframes.
- A proven ability to prioritise tasks and work under pressure with excellent attention to detail.
- Proven ability to work effectively within a team environment as well as independently when required.
- The ability and willingness to work on game days through the Football season and out of hours at other club events as required.
- A passion of / or understanding for AFL or the sporting industry would be an advantage.

WORKING RELATIONSHIPS

Internal

Football Department employees	<input checked="" type="checkbox"/>
Human Resources	<input checked="" type="checkbox"/>
Finance & Admin	<input checked="" type="checkbox"/>
Media & Communications	<input checked="" type="checkbox"/>
Business Operations	<input checked="" type="checkbox"/>
Commercial Partners	<input checked="" type="checkbox"/>

External

Business Partners	<input checked="" type="checkbox"/>
Key Clients	<input checked="" type="checkbox"/>
External Agencies	<input checked="" type="checkbox"/>
AFL	<input checked="" type="checkbox"/>

EMPLOYMENT POLICIES

The conditions outlined within Fremantle Dockers Human Resources and Employment Policies and your individual letter of employment, shall apply at all times.

HOURS OF WORK

Business hours are 8.30am to 5pm. This position will involve some work outside normal business hours including weekends and nights for match days and for certain club events.

CERTIFICATION

The details contained in this document are an accurate statement of the position's responsibilities and requirements:

Steve Rosich

Chief Executive Officer

Signature

Date

Nicole Horrocks, HR Manager

Human Resource Approval

Signature

Date