

Position Description



Head of Philanthropy

Marketing & Fundraising

January 2026

Agreement

Signed–Manager

Signed–Employee

Date

Date

Overview of Wesley Mission

Wesley Community Services Limited, a company limited by guarantee pursuant to the Corporations Act 2001, is a Public Benevolent Institution operating as Wesley Mission to conceive, develop and deliver services and programs to provide direct relief of poverty, sickness, suffering, distress, adversity, disability, destitution, and helplessness in New South Wales and other parts of Australia as inspired by the work of Jesus Christ in Word and deed.

Our vision is: "...doing all the good we can because every life matters."

Out of Christian love and compassion we are driven by Soft Hearts: Open Hands: Sharp Minds (and) Hard Feet.

Our strategic plan is based on four key directions, namely:

Deepening our Word & deed

Claiming our prophetic voice

Extending our impact

Strengthening our organisation.

The range of community services we provide is amongst the most diverse of any Australian organisation. We are one of the largest community services organisations operating in NSW and the ACT, our work extending to other states and territories through our work in suicide prevention.

Overview and purpose of Strategy, People & Partnerships

The purpose of Wesley Strategy, People and Partnerships portfolio is to enable and support the successful execution of Wesley Mission's strategy. In keeping with this purpose, the team leads key strategic initiatives to realise its vision and mission consistently with its values, and to ensure it functions optimally for the benefit of its internal and external clients and for the good of its employees and volunteers. The team offers strategic leadership and service support across Wesley Mission.

Marketing & Fundraising are part of the Strategy, People & Partnership portfolio focusing on the following teams and activities:

1. **Marketing Team:** Responsible for delivering best practice marketing activities and communications to help drive brand reputation, revenue growth and deliver our mission.
Primary activities include:
 - Leading and managing Wesley Mission's brand strategy, execution into market, and actively monitoring results.
 - Partnering with the Service Delivery, Support Services and WCL portfolios to drive and manage the marketing strategy, marketing programmes and campaign management.
2. **Fundraising Team:** Responsible for acquiring, retaining and growing our supporter base to help drive brand reputation, revenue growth and deliver our mission.
Primary activities include:

- Leading and managing Wesley Mission fundraising strategy, execution into marketing, and actively managing results.
- Building mutually beneficial long-term relationships with Donors (targeted)
- Partnering with Service Delivery and Support Services portfolios to build fundraising programmes that meet market needs and support organisational strategy and mission.

Purpose of role

The Head of Philanthropy is responsible and accountable for the leadership, development, and success of the Marketing & Fundraising portfolio. They have strong subject matter expertise, relevant academic qualifications, and wide-ranging professional networks. They possess and maintain comprehensive knowledge of developments which may impact our work. They may represent Wesley Mission at senior levels within their industry/ies, on interagency committees and on taskforces. They build a culture that upholds and shares Wesley Mission's Mission, Vision and Values and shape outcomes to ensure organisational sustainability.

The Head of Philanthropy is a member of the Marketing & Fundraising Leadership Team and Senior Staff. They are expected to contribute to Christian leadership within Wesley Mission, including participating, and encouraging their teams to participate in activities integrating our Word and deed and within the Church.

Relationships

Reports to:	Executive General Manager Marketing & Fundraising
Direct reports:	Philanthropy Manager
Key relationships:	Executive and Senior Leadership Team, Advocacy & Stakeholder Engagement Manager, Head of Strategy & Outcomes
Leadership Framework Level:	Level 3
Industrial instrument:	Non-Award Salary

Major role responsibilities

- Lead the strategy and implementation of the fundraising (acquisition, retention and growth) plans for Major Donors, HNW, Trusts & Foundations and Corporates aligned to Wesley Mission's 2028 Strategic Plan and the overarching Fundraising Strategy for growth
- Partner with the EGM Marketing & Fundraising, Service Delivery, Strategy People & Partnerships, Wesley Congregational Life and Support Services to identify and develop fundraising programmes/products/cases for support that meet market needs, strengthen the Wesley Mission brand and align to the business goals, vision and mission
- Work collaboratively with the EGM, fundraising and marketing team in the development and execution of the Wesley Mission fundraising value proposition, cases for support, fundraising programmes, campaigns and communication plans to ensure the achievement of business and fundraising objectives, targets and KPI's

- Leadership and effective day-to-day management of all fundraising programmes and activities for Major Donors, HNW, Trusts & Foundations and Corporates
- Build, nurture and grow our supporter base through acquisition plans and activities and strong relationship management and reporting
- Seek to embed opportunities for shared expressions of Word and deed in all new activities, whilst developing and extending for existing activities
- Ensure that the services and activities delivered within the portfolio provides benefit to clients, as defined and measured by the client, and within a safe environment
- Foster a strong continuous improvement culture, actively using business planning, risk management and performance evaluation processes (including staff surveys)
- Support staff to achieve their best in their roles by identifying opportunities for them to develop new skills - including providing mentoring opportunities to individuals who are looking for career progression
- Celebrate the achievements of your people, both as individuals and teams
- Promote the well-being of staff through the active adoption of work, health and safety initiatives, including consultation processes, leave management, incident and hazard management, contractor management and other risk mitigation activities
- Encourage staff, through your role modelling, to actively participate in the life of Wesley Mission outside of their core roles
- Provide quality stewardship, including regular reporting, across the allocation of activities and resources to support the delivery of Wesley Marketing & Fundraising services within agreed KPIs
- Ensure that policies, procedures, and processes are fit for purpose and supported by appropriate systems
- Develop and manage budgets and forecasts
- Be a strong ambassador for the SPP, Marketing and Fundraising team.

Professional responsibilities

- Focus the work at the level of the role (Leadership Level 3 of the organisation's Leadership Framework). This includes supporting and working in a way that is consistent with the organisation's mission of continuing the work of Jesus Christ in Word and deed for leaders as described in the organisation's Leadership Framework Level 3.
- Prioritise safety throughout your service/s by familiarising yourself with and applying your responsibilities under the Work Health & Safety Management Framework Manual and related safety policies and procedures and site/service procedures. Ensure throughout your service/s that effective safety consultation is occurring via WHS Committees, Health & Safety Representatives and/or formalised Other Agreed Arrangements. Also ensure throughout your service/s that hazards and incidents are reported including near misses, and that they are investigated and resolved in a timely manner. Ensure your own health and safety and the health and safety of others by behaving safely at all times in relation to work.
- Comply with mandatory requirements for the role including completing all mandatory training required by the organisation.

- Comply and cooperate in good faith with all legislative, regulatory, policy and procedure requirements pertaining to your work.
- Always act in good faith in the organisation's best interests, exercise due care and skill in your work, follow all lawful directions, maintain honesty and integrity and the trust and confidence of the organisation, and a positive reputation of the organisation.
- Attend functions, meetings, seminars, training courses and events as required by your supervisor and worship services as encouraged by your supervisor.
- Participate on at least a six-monthly basis in the Contribution and Development Plan process for your role for recognition, compliance and development.
- Take personal responsibility for your personal career development and training.
- Regular report to Executive General Manager Marketing & Fundraising on team issues such as resourcing needs, performance, training/development, engagement, wellbeing, disciplinary action, leave, risk and work health & safety issues.
- Support a strong quality and continuous improvement focus within the team and across the business.

Performance Measures

Performance expectations will be set during probation. Thereafter performance measures will be agreed as part of your personal Contribution and Development Plan.

Selection criteria

To be successful in this position, you must possess the following:

Demonstrated behaviours

- Conduct consistent with the organisation's Code of Conduct and Leadership Behaviours and Capabilities for Leadership Level 3 of the organisation's Leadership Framework, and:
 - Role model the organisation's Vision, Mission, and Values.
 - Value people through kindness, respect, care, and support.
 - Foster trust through honesty, integrity, reliability, and fairness.
 - Work 'at level' (Leadership Level 3), providing strategic leadership, guidance and support or your portfolio and team not reaching into the work of the team unless necessary.
 - Demonstrate personal accountability and ensure the accountability of your team, including conduct, compliance, performance, and effective service provision.
 - Ensure a safe, supported and highly engaged work environment by applying the organisation's engagement and safety frameworks, tools, and practices for leaders.
 - Displays emotional maturity and resilience.

- Highly organised and structured professional.

Essential skills/knowledge

- 15+ years' experience driving the development and implementation of fundraising strategies (acquisition, retention and growth) targeting Major Donors, HNW, Trusts & Foundations and Corporates
- Significant experience in developing and implementing fundraising programmes, campaigns and communication plans into market ideally targeting Major Donors, HNW, Trusts & Foundations and Corporates
- Strong track record of delivering fundraising growth in the Major Donors, HNW, Trusts & Foundations and Corporates market
- Strong capability and experience in stakeholder management (Board/C suite/Executive level)
- Strong capability and experience in relationship management (Major Donors, HNW, Trusts & Foundations and Corporates)
- Strong capability and skills in customer experience and supporter journeys, including CRM and data analytics
- Experience managing a team of skilled fundraising professionals for superior performance
- Strong capability and experience in technology, systems and processes relevant to the role with strong administrative and computer skills
- Proven organisational skills, ability to multi-task, prioritise workloads and meet deadlines and budgets
- Demonstrable skills in negotiation, conflict resolution, change management and financial management
- Thorough attention to detail
- Demonstrated ability to manage budgets.

Desirable skills/knowledge

- Digital marketing understanding and expertise

Training and qualifications

- Tertiary qualifications in Marketing or Business Studies or equivalent experience.

Agreement

In signing page one, I confirm I have read, understand, and agree to work in accordance with this position description. I also understand that this position description is not exhaustive and agree to comply with all reasonable requirements of me in addition to those specified in the position description.