

StoryFACTORY

Position Description: Philanthropy Manager

Job Title

Philanthropy Manager

Location

Redfern, Sydney, Australia

Term

0.6FTE (3 days per week)

Reports to

Head of Fundraising

Direct Reports

The Philanthropy Manager and the Head of Fundraising share the support of a Grants Manager & Fundraising Officer.

Key Internal Relationships

- Executive Director
- Chair of the Board
- Board members
- Head of Fundraising
- Operations Manager

ABOUT THE ROLE

Fundraising at Story Factory Story Factory is in a strong financial position, with significant reserves, long-term relationships with many of our partners, and a supportive and well-connected Board. Approximately 50% of our annual revenue is sourced from major giving, and this has been identified as a key area of growth for us in the coming years.

Our small and high performing fundraising team is about to embark on an ambitious three year fundraising strategy, which will see us strengthen our financial sustainability by expanding our donor networks and building our major gift capabilities. We are working with a leading fundraising consulting agency, Noble Ambition, who are providing strategic advice and training to build our team's capacity to effectively implement this strategy. This role represents an exciting and unique opportunity for an experienced major giving fundraiser to work with and learn from industry experts, and lead our philanthropy fundraising efforts in the next stage of growth for Story Factory.

Story Factory has enjoyed the support of a wide range of donors and partners from inception, and some of our original donors continue to support our life-changing programs. Donors can give to Story Factory through regular giving, workplace giving, leaving a gift in their will or through major gifts, an area of priority for the Philanthropy Manager.

ABOUT STORY FACTORY

At Story Factory, we believe that stories can change lives. We focus on enriching the lives of young people in under-resourced communities through quality creative writing programs, improving their writing skills, increasing their confidence and expanding their future prospects. Reading is access but writing is agency.

Since opening in 2012, we have taken more than 55,000 student enrolments, with nearly 10,000 enrolments in 2023. 16% of our students are Aboriginal and Torres Strait Islander and 49% are from culturally and linguistically diverse backgrounds. We have won a number of awards for our work, including Executive Director and Co-founder Dr Cath Keenan being named Australian of the Year Local Hero in 2016.

OUR VALUES

- Young people come first.
- Writing is agency.
- Creativity unleashes potential.
- Diversity makes us better.
- We have high expectations of ourselves and the young people we work with.
- We have heart. Passion matters.

WHEN WORKING WITH OUR STUDENTS AND COLLEAGUES, WE ARE:

- Positive. We see strengths.
- Inclusive. We build connection through shared experience.
- Helpful. We support students to reach their writing goals.
- Respectful. We value young people's ideas and experience.
- Generous. We choose the more edifying interpretation.
- Fun. Because writing should be joyful. At least some of the time

For further information visit:

<https://www.storyfactory.org.au/>

View the current [Strategic Plan](#).

View the [Story Factory Reconciliation Action Plan](#).

View the latest [Annual Report](#).

Purpose of the Role

The Philanthropy Manager is responsible for creating and implementing our fundraising strategy for major donors, including high net worth individuals, companies, trusts and foundations. They are charged with nurturing and extending the strong relationships Story Factory already enjoys with its donors, while also seeking out and cultivating new partners

in the philanthropic and corporate sectors. In addition, the Philanthropy Manager will work with the Head of Fundraising to manage relationships with key government stakeholders and give input into our government relations strategy, in collaboration with the Executive Director and the Board.

Key Criteria for Success

After 12 months in the position, the successful candidate will have:

- Raised a minimum of \$2million+ from major giving as part of our annual budget in FY25, and reached targets for our three-year fundraising campaign.
- Cultivated strong, ongoing relationships with current donors.
- Built a pipeline of donors and a clear plan for how the organisation will sustain growth over the coming years through philanthropy.
- Have brought in new major donors contributing at least \$250,000 in the first year.
- Built strong working relationships with key leaders across the organisation, especially with our Executive Director and Head of Fundraising.

Key Responsibilities

Strategy and Leadership

- In collaboration with the Head of Fundraising, develop Story Factory's fundraising strategy for major donors, working towards income targets established in consultation with the Board, Executive Director and Head of Fundraising.
- Develop and implement a corporate partnerships strategy to expand the range and type of partnerships with Story Factory and grow income from new business partners.
- Contribute to Story Factory's five- year and annual fundraising plans, developed by the Head of Fundraising with the Executive Director, to ensure we meet overall income targets established in consultation with the Board.
- Contribute to government relations strategy, in collaboration with the Head of Fundraising, the Executive Director and the Board.

Fundraising Activity and Reporting

- Work in collaboration with the Head of Fundraising and Executive Director to implement Story Factory's philanthropic strategy, activating giving from an established portfolio of high net worth individuals, trusts and foundations, and identifying and cultivating relationships with new potential major donors.
- Track progress against these fundraising targets, monitoring the effectiveness of specific strategies and adjusting as necessary throughout the year.
- Carefully steward current philanthropic and corporate partners, including by creating engaging collateral and reports to keep donors updated on the impact of their giving.
- Start to develop a plan and framework for increasing bequest activity and awareness.
- Work in collaboration with the Operations Manager to monitor and track the implementation of activities, programs and projects funded by major gifts, ensuring key milestones are met and funders are kept informed about any changes to planned projects. Report back on these to the funder through their required reporting channels.
- Engage with and activate Board members to assist with the implementation of the major gifts strategy, wherever relevant.
- Keep accurate and detailed records of all gifts, and interactions with current and potential donors in Salesforce

Events and Donor Engagement

- Work in collaboration with the Head of Fundraising to develop a 12-month donor engagement plan.
- Plan and implement donor engagement and stewardship events.

Government Relations

- In collaboration with the Head of Fundraising develop and manage strong relationships with key stakeholders across all levels of Government to benefit the growth and further development of Story Factory.

Other

- Participate in staff development and training activities as required.
- Like all staff at Story Factory, welcome the public and the local community into our centres, explain what we do, and forge links into the community.

Person Specification

Experience and knowledge

- Demonstrated experience in major gift fundraising, with a solid track record gained in the not-for-profit sector.
- Knowledge of and insight into philanthropic giving.
- Experience developing and executing fundraising plans.
- Demonstrated relationship management experience with the ability to develop and nurture relationships with stakeholders at all levels and in a variety of contexts.
- A passion for writing and for improving the lives of marginalised young people.

Key competencies - demonstrable behaviours and skills that will drive success in the role

- Initiating and nurturing authentic lasting relationships with philanthropists, high net worth individuals, trustees of large foundations and corporate and government partners.
- Sales skills, and the ability to sell a vision with gravitas, presence and authority.
- High-level interpersonal communication skills.
- Strategic and creative thinking.
- Outstanding organisational skills to manage the stewardship of a large roster of donors and partners.
- Advanced presentation and negotiation skills, with the ability to adapt content, style and messaging to suit an audience.
- Excellent written communication skills.

Personal enablers - personal style behaviours that support Story Factory and enable success in the role

- Boldness and growth mindset.
- Self-motivated with the ability to work independently.
- A collaborative team player.

The successful applicant must undertake a Police Check and Working with Children Check prior to commencement.