

Amplify

Director of Philanthropy and Partnerships



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Background Information

Amplify is a dynamic startup committed to revolutionising how the Australian community is involved in politics and policy-making. We are a non-partisan organisation on a mission to inform, inspire community engagement, and drive faster and better reform to address Australia's most critical challenges. Our purpose is to build a community that is aware, informed, engaged and committed to playing their part in securing bold reforms that preserve our democratic values.

Australia has one of the strongest democracies in the world, with free and fair elections, checks on government and protections against corruption - and yet Australians don't believe our democracy is working for them. Major reforms take too long or fail amidst adversarial politics.

Around the world, communities are increasingly at the heart of solving challenges. People with different views are coming together to find common ground and shared solutions on issues as diverse as housing affordability, absence of productivity growth, and climate change. Participatory and deliberative processes are working.

To address these issues, Amplify is building a community that believes in the potential of Australians to put their differences aside and find solutions to create a better society. We will provide a platform where the community

can have trust in information, learn from experts, access evidence and debate the issues that matter. Our platforms help people to find common ground, advocate for policy reform ideas and hold governments to account. We work to inspire and empower Australians to shape our nation's future.

Amplify will focus on four key pillars:

- 1. Building Community** – creating a community of members with shared concerns and ideas.
- 2. Creating Solutions** through the provision of trusted information on issues that matter.
- 3. Driving Change for Impact** – amplifying information and ideas to influence decision-making.
- 4. Build Trust** – monitoring progress and updating the community on outcomes.

Change is to be achieved through 5 key areas:

- 1. People** - We will have an expert team with a diverse mix of skills in policy and research, marketing and communications and public participation. Over time, we will build a volunteer base to support our work, build a community and advocate for change. We will be led by a board of leading Australians from across the political and business spectrum.
- 2. Partners** - We will build partnerships and collaborate with organisations that share our values. We will partner with Australia's leading think tanks and universities to leverage the expertise on the issues our community cares about for greater impact. We will collaborate with organisations around the world who are experts in public participation, to share lessons and tools.
- 3. Funding** - We will combine funding from corporate and philanthropic donors and donations from individuals who share our values. We will seek funding that is untied to preserve trust in our brand. Amplify has secured funding for its first three years of operating costs, but we will need to fundraise to drive campaign efforts on select issues.

4. Technology - We will use innovative technology to build new 'safe' civic spaces. We will use technology like chatbots and video to share content in engaging ways. We will use secure platforms to facilitate and moderate discussion and collect and analyse responses.

5. Communications - We will make the complex simple; sharing information on challenges and ideas for reform with the simplicity of a consumer brand. Using channels like social media, blogs, as well as more traditional written and face-to-face channels but with content tailored to busy people, we will share information, ideas and impact with the community.

Amplify is to be launched publicly in July 2024 with the launch of our online platform, widespread promotion and events/focus groups with a view to being completely operational by September 2024.

The Role

Job Title

Director of Philanthropy and Partnerships

Location

Sydney or Melbourne preferred

Contract term

Full time, permanent

Key Relationships

Board members
CEO
Chief Marketing & Community Officer
Director of Policy and Research
Members of the Amplify Team

Purpose

Our Director of Philanthropy and Partnerships will work with our Board and Leadership team to define and execute our fundraising strategy. The initial focus will be on corporates and high net worth individuals, broadening out to community and others streams as our organisation matures. The Director of Philanthropy and Partnerships will play a pivotal role in driving our organisation's financial sustainability and growth.



The Amplify Board



Paul Bassat
Founder and Chair



Georgina Harrisson
CEO



Gillon McLachlan
Non-Executive Director



Kate Pounder
Non-Executive Director



Michael Schneider
Non-Executive Director



Rona Glynn-McDonald
Non-Executive Director



Suzi Carp AO
Non-Executive Director



Zara Seidler
Founder and Chair

Key Criteria for Success

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

- Further established and developed solid relationships with current donors and partners.
- Established him/herself as a credible member of the Amplify team
- Created and begun to implement a strategy and operational plan for philanthropy, including a Case for Support with the initial priority being to further build the donor pipeline.
- Delivered agreed fundraising targets.
- Conceptualised and begun to put in place processes to support philanthropy activity.

Key Responsibilities

Strategic Development and Leadership

- With the Chief Executive and Board, assist with strategy and advice to further the development of the new organisation and brand.
- Develop and implement a comprehensive fundraising strategic plan, incorporating an organisational Case for Support, with an initial focus on securing major gifts from high net-worth individuals, corporations trusts and foundations.
- Collaborate with the executive team to set ambitious fundraising targets and develop annual fundraising plans and budgets.
- Utilise data-driven insights and performance metrics to evaluate fundraising effectiveness, including regular reporting on philanthropic activity to the Board and Senior Leadership.
- Stay informed about trends, best practices, and regulatory changes in fundraising and philanthropy, particularly within the Australian context.

Philanthropy and Partnerships Activity

- Cultivate and steward relationships with major donors, corporate partners, and philanthropic foundations to maximise fundraising opportunities.
- Identify and research prospective donors and funding opportunities, including grants, sponsorships, and partnerships.
- Develop and manage funding applications and acquittals to trusts and foundations.
- Represent the organisation at networking events, conferences, and meetings to enhance visibility and forge new partnerships.
- Work closely with the communications and marketing team to develop compelling fundraising materials, campaigns, and messaging.
- Secure a new fundraising database with a view to maintaining accurate and up-to-date donor records to ensure effective donor management.
- Establish a stewardship program that results in sustainable and meaningful relationships with philanthropic donors.

Person Specification

Qualifications, Experience and Knowledge

Essential

- Significant experience in philanthropic program management.
- Proven track record of successfully securing major gifts from individuals, corporations, and foundations, with a demonstrated ability to meet or exceed fundraising targets.
- Experience in the development and implementation of strategic plans.
- Extensive knowledge of the Australian philanthropic landscape, including key stakeholders, trends, and regulations.

Skills and abilities

- Excellent communication skills, with the ability to articulate the organisation's mission and impact effectively.
- Excellent organisation and management skills.
- Exceptional interpersonal skills with the ability to effectively liaise, influence and engage with Senior Leadership, Board and other key internal and external stakeholders.
- The ability to travel domestically to major centres as required

Attitudes

- Strong commitment and passion for the vision and mission of Amplify.
- A strategic and analytical approach.
- A collaborative team player.
- A self-starter with a high level of self-motivation, proactivity and drive for results.
- Humility and sincerity.

We are committed to ensuring equal opportunities for all Australians, irrespective of gender, race, cultural background, religion, age, sexual orientation, or abilities. We actively seek to understand and learn from different perspectives, fostering an atmosphere of mutual respect and understanding.

Next steps

Terms

To discuss salary parameters please call **Jocelyn Kelty**, Director or **Julie Baker**, Consultant.

What we offer at Amplify:

- Genuinely flexible work. Hybrid, flex-in-a-day and remote work are all options.
- Generous leave provisions including 3 additional paid days "shut down" leave between Christmas and New Year.
- Not for Profit salary packaging benefits allowing you to sacrifice up to \$15,900 per year on general living expenses, and \$2,649 on meals and entertainment costs. This will lower your taxable income and increase your take home pay.
- The opportunity to learn every day from the best in the business. We have an impressive lineup of people joining us on our mission.
- Our small startup nature means everyone is exposed to interesting, meaningful, and collaborative work – all voices can be heard.

How to Apply

Applications should include:

1. A comprehensive curriculum vitae (up to 2 pages) giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter (up to 2 pages) that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Jocelyn Kelty, Director, Australia Office or Julie Baker, Consultant, at Richmond Associates.

First interviews with Amplify will take place on or around **17 June**, with panel interviews taking place on or around **24 June 2024**.

Closing date for applications is Friday 31 May 2024

Please send your application to Julie Baker, Consultant:

✉ info@richmond-associates.com