

# **Bush Heritage Australia**

## Philanthropy Executive (VIC)



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# Background Information

The Bush Heritage story starts in 1991, in the Liffey Valley of Tasmania. Environmentalist Bob Brown purchased two forest blocks to protect them from logging, and a passionate community was born.

From those first few hundred hectares of land, Bush Heritage Australia has grown into a leading national organisation. Now, they protect millions of hectares of land across the continent through their network of reserves, and their partnerships with Aboriginal and Torres Strait Islander people and other landholders.

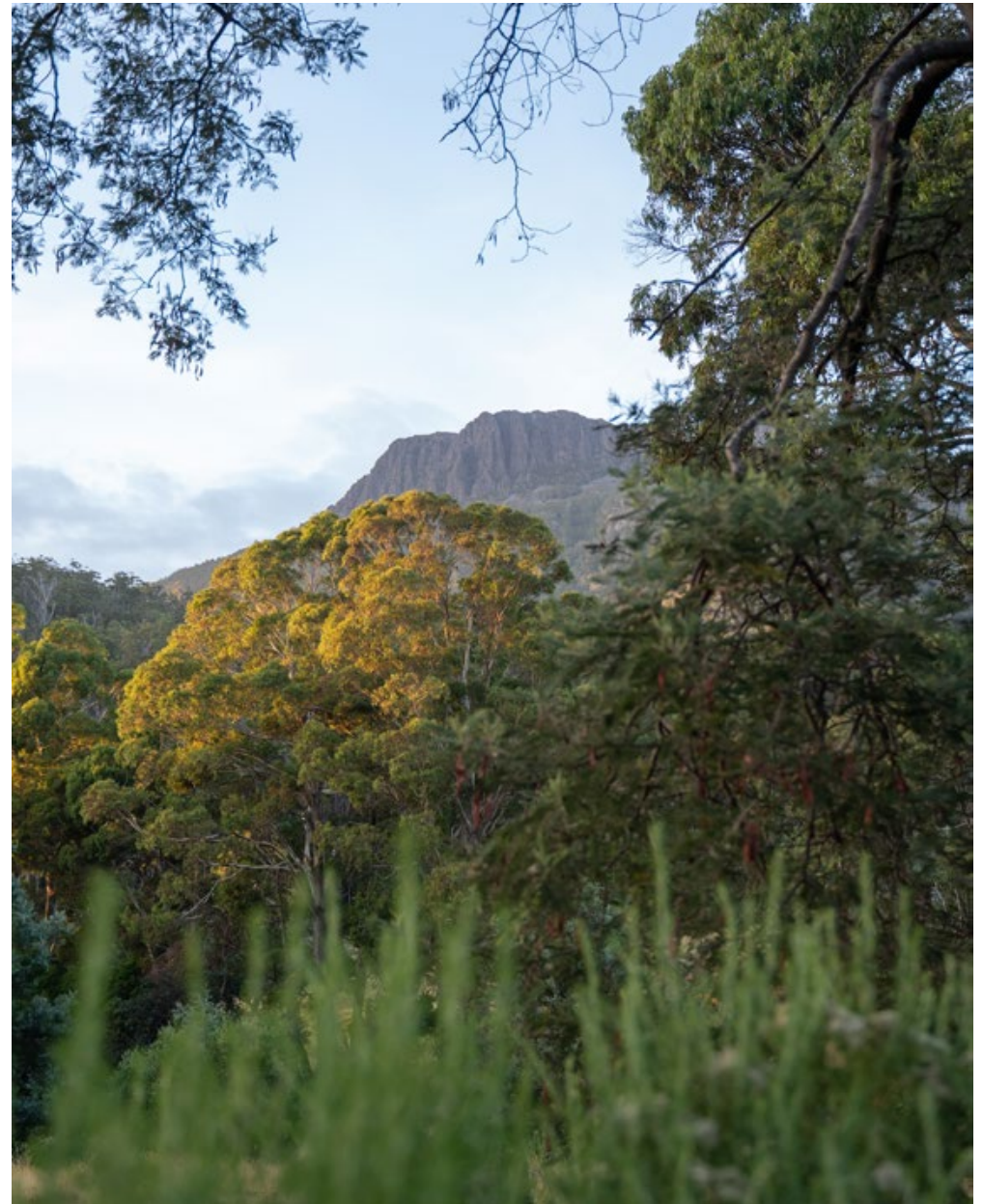
Bush Heritage Australia's first Aboriginal partnership began in 2008 and set a new benchmark for their land management to centre Aboriginal and Torres Strait Islander people.

This was the beginning of Bush Heritage leading with the right-way approach – meaning they honour both the knowledge systems of Aboriginal and Torres Strait Islander people, and western ecological science. Today, they are a unified force for nature, working together across the country to protect life – from the smallest ant to the tallest tree, creating a future that is healthy and resilient.

Bush Heritage Australia buys and manages land for conservation and partners with Aboriginal groups and other landholders (such as farmers), to help them plan and achieve conservation goals on their land too. Work is focussed on priority landscapes – areas selected on the basis of national biodiversity priorities, location of existing reserves and opportunities for strategic partnerships.

30 years on, they work across 1.2 million hectares of land across their network of reserves and many millions of hectares through their partnerships. Together they protect threatened ecosystems and 7,716 species of plants and animals, including at least 243 threatened species.

Bush Heritage's culture is characterised by a collaborative and supportive approach, with a strong commitment to safety and professional development.



They're proud to acknowledge the Traditional Owners of the places in which they live and work. They recognise and respect the enduring relationship they have with their lands and water, and pay their respects to Elders, past and present.

### Organisational Values:

**We walk in Harmony:** We nurture a regenerative ecosystem to hum in harmony. Walking side-by-side to form relationships grounded in reciprocity, where we all have the space to give and take. We embrace a rich diversity of people and perspectives, for we know the stronger our community is, the further we can walk together to heal Country.



**We see the possibility:** We see the possibility of what a healthy, resilient world could look like - if only someone believed in it. We see this future and sound it out for all to hear with our voice of hope. It takes thinking differently, to broaden horizons and look beyond what's right there. With creativity that confidently rises from credibility.

**We listen and learn:** We listen, respect and share. Always leaving room for honest conversations - so even as we grow up, we don't grow apart. We actively learn and take responsibility for the part we play in protecting the natural world. Holding ourselves - and each other - to account so we never lose sight of where we're heading.

**We make change real:** Our purpose moves us to action. With our feet firmly planted on the ground, we find practical and pragmatic ways to create functional solutions to sustain land and life. We do what needs to be done, in the good days and the bad. For us, nothing beats seeing ideas put into action, and feeling the impact of our change for good.

### CEO, Board and Team

Heather Campbell is Bush Heritage's Chief Executive. The Board Chair is Sue O'Connor, and Directors include leading Australians from business and commerce, government, conservation, and science. Bush Heritage demonstrates a strong commitment to Aboriginal and Torres Strait Islander people and has Aboriginal representation on its Board.

The organisation has teams that span – West & SA Region, North Region, South East Region, Science and Conservation, Engagement, Strategy and Growth, People Safety and Culture, and Corporate Services.

### Giving to Bush Heritage

Bush Heritage has supporters Australia-wide and an annual operating budget of over \$25 million. They are primarily funded by donations from individuals and philanthropic sources.

Philanthropic income is secured through major gifts (c. \$12m secured in the last year), gifts in wills (c. 25% of their annual income), workplace giving and regular giving.



To view the Strategic Plan to 2030: [https://www.bushheritage.org.au/getmedia/0700e598-2a53-4aa5-952a-52e68d2df72c/Bush-Heritage\\_2030-Strategy-Summary.pdf](https://www.bushheritage.org.au/getmedia/0700e598-2a53-4aa5-952a-52e68d2df72c/Bush-Heritage_2030-Strategy-Summary.pdf)

To view the latest Impact Report 2021-2022: <https://www.bushheritage.org.au/who-we-are/about/annual-reports>

For further information on giving to Bush Heritage: <https://www.bushheritage.org.au/get-involved>



# The Role

## Job Title

Philanthropy Executive (VIC)

## Location

Melbourne, VIC

## Reports to

Major Gifts & Grants Program Manager

## Key Relationships

- Members of the Major Gifts and Grants Program team including the other Philanthropy Executives (NSW/ACT, NSW, VIC/TAS, QLD, WA/SA), the Special Projects Lead Philanthropy and the Grants Coordinator.
- Field staff in Victoria/Tasmania
- Engagement team
- Executive Manager – Engagement
- Senior Leadership Team members
- Chief Executive
- Board Members

## Purpose

The Philanthropy Executive will join a dedicated team of Major Gifts and Grants specialists, responsible for generating income for Bush Heritage's conservation work from individuals, philanthropic foundations and corporations.

The Philanthropy Executive will develop and steward strong relationships with major donors and prospects in Victoria and Tasmania and other locations within Australia directed by the Major Gifts and Grants Program Manager. Occasional interstate travel to other state capitals and to Bush Heritage reserves will be required.

This role includes working with members of the Engagement Team, the Senior Leadership Team, the Chief Executive and Board members to identify and manage major donor relationships.



# Key Criteria for Success

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

- Met agreed financial target of \$1.4m with a stretch target of \$1.8-\$1.9m.
- Met agreed donor engagement targets including at least 6 face to face meetings with current donors/month.
- Delivered 2-4 supporter trips or events throughout the year.
- Built relationships with key stakeholders internally.
- Built and maintained relationships with the current portfolio of existing donors.
- Gained an understanding of the current projects requiring funding and the organisation more broadly.





# Key Responsibilities

## Major gift fundraising activity

- Manage a portfolio of up to 90 relationships, comprising individuals, trusts and foundations, NGO partners and corporations mainly located throughout Victoria and Tasmania, but sometimes from other parts of Australia, to generate revenue.
- Develop and lead the implementation of personalised donor strategies and tactics for identifying, cultivating, stewarding and soliciting gifts from an assigned portfolio and prospective new donors.
- Solicit and deliver face-to-face meetings or 'meaningful engagements' with supporters and prospective new donors to effectively steward supporters.
- Prepare and present major gift solicitation proposals of \$10,000+ to new prospects and established donors personally, including renewal of established donors.

- Organise and deliver Major Donor trips to rural and remote areas (Bush Heritage Reserves) and / or Major Donor events as part of tailored stewardship plans to keep supporters engaged with Bush Heritage's work.
- Ensure that contact reports from all calls, meetings and interactions with donors and prospects are recorded in the supporter database, in line with the Fundraising Institute Australia Code of Conduct and any associated ethical and legal requirements.
- Contribute to monthly and quarterly reporting to the Executive Manager Engagement and the Marketing and Fundraising Committee of the Board.
- Other duties, as required from time to time, consistent with the position grading.



## Stakeholder management

- Advise and support people in senior roles to identify, cultivate, solicit and steward prospective donors; this will include communicating prospect research, conducting prospect rating, discussing tactics for solicitation, and liaising with other staff to provide materials.
- Work productively with staff from the Major Gifts team, as well as with regional staff and Senior Leaders across the organisation on individual cases, cultivation events, donor stewardship programs, etc. Work with other teams on cross-department projects, such as major project proposals and donor reports.



# Person Specification

## Experience and knowledge

### Essential

- Demonstrated fundraising, sales or account/relationship management expertise, with experience in face-to-face solicitations and portfolio management.
- Demonstrated proficiency in synthesising information from multiple sources into a coherent and accurate summary as appropriate for the intended audience.
- High level of computer literacy and proficiency with computers including the Microsoft Office suite, CRMs, and Office365 products.

### Desirable

- Good working knowledge of the conservation (or related) sectors.
- Good working knowledge of building relationships with high-net-worth individuals and demonstrated success in successfully making and closing “the ask” (preferably with gifts greater than \$100,000).
- Event management experience.
- A qualification in fundraising and/or relevant tertiary studies.

## Skills and abilities

- Excellent interpersonal, networking and influencing skills with the demonstrated ability to build internal and external relationships to achieve specific outcomes.
- Excellent written and oral communication skills with the ability to communicate with a diversity of audiences, such as major donors, corporate representatives, Board members, senior staff and volunteers.
- Robust organisational skills with the ability to prioritise and a high level of attention to detail.
- Availability and willingness to travel interstate on an occasional basis to visit prospects and donors and to accompany them on visits to Bush Heritage reserve properties as required.
- Full driving licence for cars. Ability and willingness to drive a 4WD (with training provided) when required for a job.

## Attitudes

- Demonstrated commitment to Bush Heritage's vision and values.
- Intellectual curiosity and an eagerness to learn.
- Proactive and enthusiastic.
- A collaborative team player.





# Next steps

## Terms

To discuss salary parameters please call **Jocelyn Kelty**, Director on 02 8218 2185.

### The package includes:

- Flexible/ Hybrid working.
- Additional 10 days personal leave (additional to regular 10 sick leave/ personal care days).
- Parental leave for all parents after 6 months at BHA.
- Salary Packaging through our partner provider "Southgate".
- 10.5% superannuation.
- Access to free and confidential Workplace Counselling service through EAP to support wellbeing.

## How to Apply

### Applications should include:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter 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 at Richmond Associates.

First interviews with Bush Heritage will take place on **22 and 23 June**, with panel interviews taking place in late **June/early July**.

Closing date for applications is Monday 19 June 2023.

Please send your application to Jocelyn Kelty, Director, Richmond Associates, Australia Office.

✉ info@richmond-associates.com  
☎ +61 2 8218 2185

