



Greater Sydney Parklands

Manager, Philanthropy

Contents

- 3 Background Information
- 5 The Role
- 6 Key Criteria for Success
- 7 Key Responsibilities
- 8 Person Specification
- 9 Next steps
 - 9 *Terms*
 - 9 *How to Apply*
 - 9 *Selection Process*



Background Information

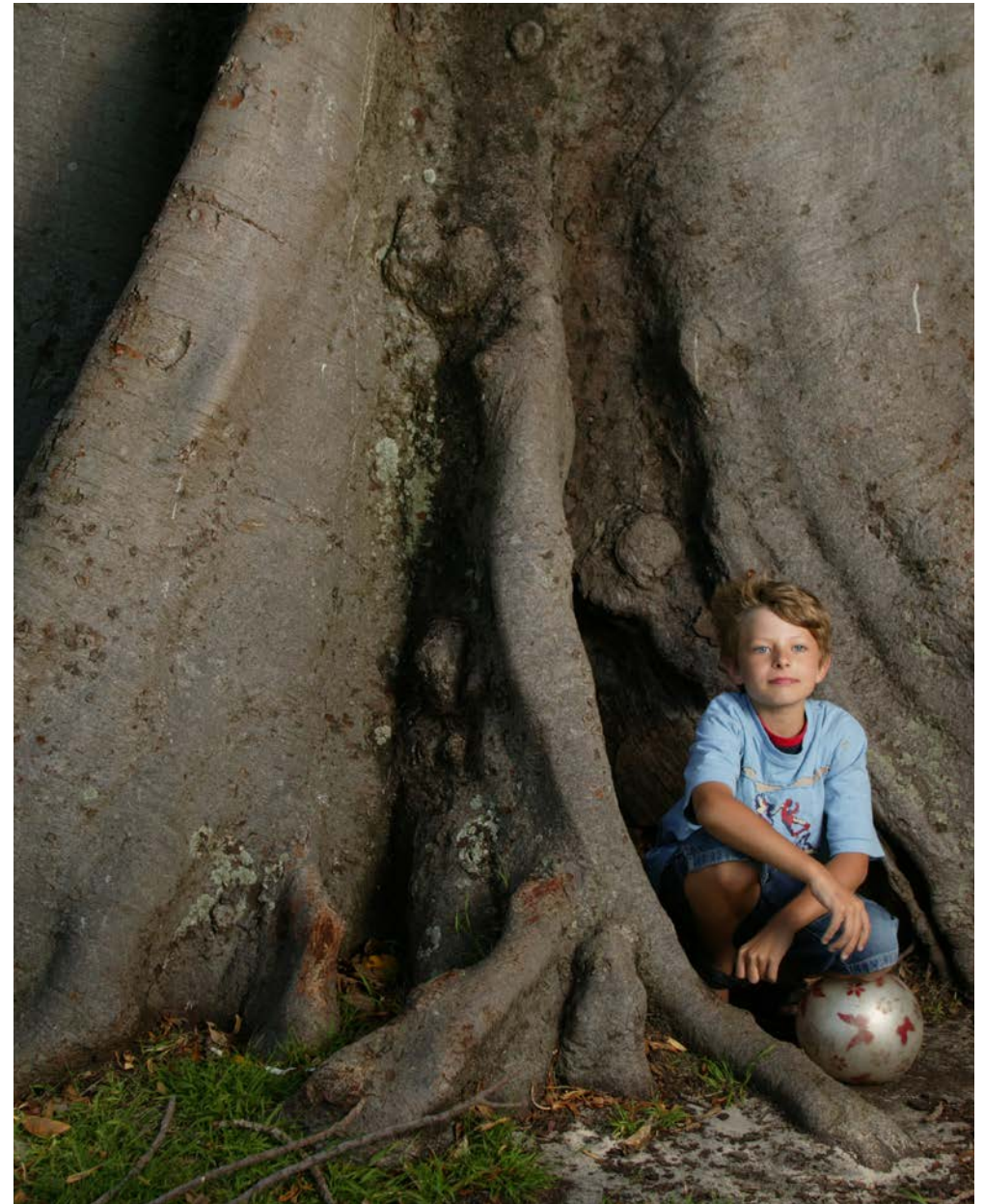
Greater Sydney Parklands is a NSW government city-wide agency created to become Sydney's leading urban parks advocate. Its long-term vision is for Greater Sydney to be a 'city within a park', rather than just a collection of parks in the city. The agency is dedicated to creating open spaces and parklands that are accessible, meaningful, sustainable and part of everyday life and community health. The GSP estate currently includes Centennial Parklands, Callan Park, Parramatta Park, Western Sydney Parklands and Fernhill Estate.

Centennial Parklands Foundation (CPF) is an environmental charity established in 1998 to raise vital funds, generate awareness and engender community support to protect and enhance Centennial Parklands, one of the world's most visited public parklands. Known as 'the lungs of the city' and the 'People's Park', this critical green belt in the heart of Sydney provides a vital connection with nature for the wellbeing of the community. The Foundation has raised over \$7m towards conservation, nature education and health and wellbeing projects and programs for the benefit of the wider community.

Capital Campaign

Following the success and continued demand for The Ian Potter Children's WILD PLAY Garden (IPCWPG), and GSP nature play programs, the Centennial Parklands Foundation is aiming to raise \$10m towards the creation of a world-class nature education precinct in the heart of Centennial Park. The Nature Discovery Space will feature stimulating indoor and outdoor facilities where nature is the focus for learning and development. The Foundation's ambition is for all Sydney children to have access to nature play opportunities and help GSP to champion the growth of nature play across the state and Australia. The Foundation and GSP especially want to enable more opportunities for children from disadvantaged backgrounds in central and Greater Sydney to connect with nature.

Nature play, also known as nature pedagogy, is a hands-on, sensory learning experience that helps children develop their resilience, independence and creativity. And by learning about the natural environment in this way, children are inspired to love and care for nature and grow up to be environmentally responsible adults.



CPF has a longstanding history supporting nature play programs and facilities to help children flourish. The Foundation raised \$3.1m for the creation of the IPCWPG, initiated the Education Access Pass program to enable thousands of children from disadvantaged backgrounds to participate in tailored nature play programs, funded research to increase nature play across NSW and a dedicated Nature Play NSW program is being developed as a result, and is funding an ongoing nature play resource.



Legacy Fund

In addition to aspirational capital projects, the Foundation provides vital funds to support Centennial Parklands' recurrent programs through its Legacy Fund. Every year funds are distributed to the Parklands following an application process. Most recently, the Legacy Fund has enabled the creation of a new cultural Garden at the Robertson Road Gate, and funded research to ensure the protection of the critically threatened Microbat colonies. Over the next 12 months, Legacy funding will improve the breeding habitat for native waterbirds at Kippax Lake through the creation of a new pontoon, and preserve and grow the Parklands' iconic tree estate, including the replacement of a number of feature trees which were sadly lost after the severe weather events earlier this year. The Legacy Fund is growing year-on-year through donations from Annual Giving Circle supporters, the EOFY appeal, corporate volunteering, dedication programs and also bequests.

For further information visit:

<https://www.centennialparklands.com.au/>

Centennial Parklands Foundation
Nature Play promotional video

<https://youtu.be/DmmH2o4ao3o>

View the FY21 Year in Review Report [here](#)



The Role

Job Title

Manager, Philanthropy

Location

Centennial Park

Reports to

Head of Fundraising and Development

Direct Reports

Fundraising Officer

Key Relationships

- Director, Community, Engagement and Partnerships, GSP
- Chief Executive, GSP
- GSP Executive and Board
- Centennial Parklands Foundation Board

Purpose

Engage and develop benevolent funding sources to support Greater Sydney Parkland's (GSP's) recurrent programs and capital projects enabling the GSP to better position itself as an international leader in horticulture, conservation, community education and public outreach and support the growth of Centennial Parklands Foundation, its fundraising channels and resulting policy and process. The role is also responsible for the development and stewardship of a portfolio of major philanthropic donors and stakeholders and delivery of outstanding donor cultivation and stewardship.



Key Criteria for Success

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

- Grown the Centennial Parkland Foundation's patron program and the **Annual Giving Circle** including the delivery of the EOFY appeal.
- Re-activated the **Henry Parkes Bequest Program**.
- Worked with Foundation Governors and the Head of Fundraising and Development to cultivate major gifts for the Capital Campaign.



Key Responsibilities

Strategic planning and leadership

- Develop and implement community fundraising and major giving strategies to generate significant revenue and support for the GSP and Centennial Parklands Foundation through channels including donations from individuals, trusts and foundations, bequests, grants and events.

- Manage and motivate a fundraising officer who is responsible for corporate volunteering and the Centennial Parklands dedications programs.
- Collaborate with Community, Engagement & Partnerships team and other GSP directorates, and represent GSP on committees, working parties and related forums to actively build a greater understanding of the work of GSP.

Philanthropic activity

- Manage and develop a portfolio of major donors to support priority recurrent and capital projects, providing the full cycle of philanthropic support from prospect identification, qualification, cultivation, solicitation and stewardship for existing and new philanthropic leads. This will include securing gifts for the current capital campaign to help fund the Nature Discovery Space.
- Re-activate and manage the Henry Parkes Bequest Program with a view to growing the pool of bequest donors through acquisition and cultivation strategies.
- Further build the pipeline of donors to the Foundation through mid-level giving activity including the management of the Annual Giving Circle.

- Develop and implement strategic gift solicitation programs, fundraising events and marketing and communication campaigns, including website and social media, electronic and printed communications materials, to strengthen donor relationships and achieve fundraising objectives on time and within budget.
- Research and produce grant applications and acquit successful applications in a timely and accurate manner consistent with grant procedures and processes.
- Work collaboratively to implement marketing and communication strategies that optimise philanthropic opportunities.

Operational management and reporting

- Implement and maintain appropriate systems of financial and administrative control to ensure financial and legal governance with regard to philanthropic funding is clear and documented, and processes are in place to ensure compliance requirements are met.

- Undertake detailed analysis for reporting on the effectiveness of fundraising initiatives, activities and campaigns for the GSP Executive and Board, and Foundation Board.
- In collaboration with the Head of Fundraising and Development manage the administration, direction and reporting for the Centennial Parklands Foundation and oversee fundraising activities on their behalf.

The role operates with a high level of autonomy and is accountable for the delivery of work assignments and projects on time, within budget and to expectations in terms of quality, deliverables and outcomes. The role refers to the Head of Fundraising and Development for decisions on more complex issues that require significant change to strategic approach, that are likely to escalate, cause undue risk, create substantial precedent or are outside of delegation limits.



Person Specification

Experience and knowledge

Essential

- Experience in developing successful relationships with philanthropic donors including soliciting gifts, supporting cultivation and stewardship.
- Experience in developing and implementing annual giving fundraising strategies and/or major or capital giving programs.

- Current knowledge of fundraising principles and guidelines, relevant legislation and ethical standards.
- Experience in fundraising with a proven track record of securing benevolent support from individuals.
- Knowledge of the development and use of systems to support fundraising activity.

Desirable

- Experience in soliciting gifts at the major gift level.

Focus Capabilities

- Ability to act with integrity – to be ethical and professional and uphold and promote the public sector values.
- Excellent written and verbal communication skills with the ability to communicate clearly, actively listen to others, and respond with understanding and respect.
- Ability to influence and negotiate, gaining consensus and commitment from others, and resolve issues and conflicts.
- Ability to deliver results through the efficient use of resources and a commitment to quality outcomes.

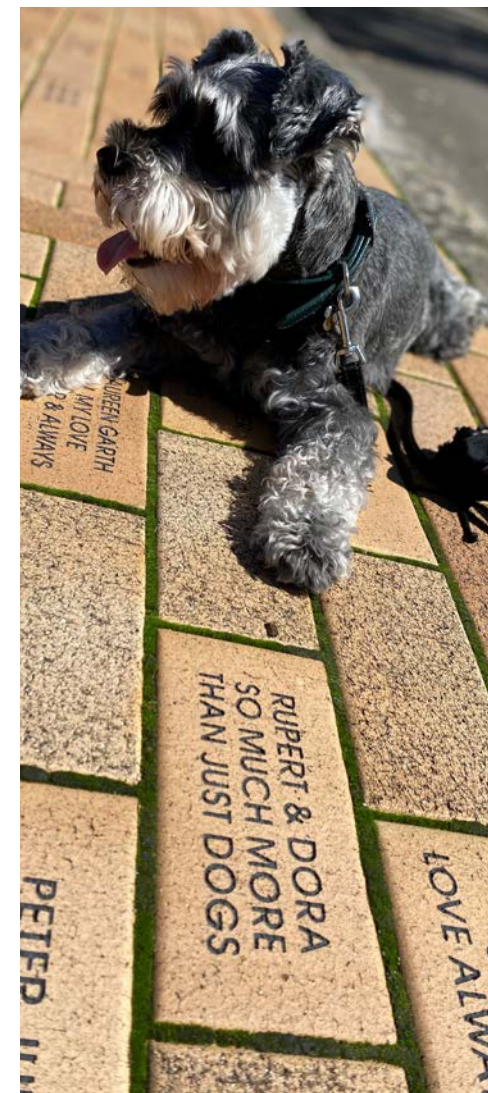
- The ability to think, analyse and consider the broader context to develop practical solutions.
- Strong project management skills with the ability to apply effective planning, coordination and control methods.
- Ability to manage people and resources effectively.

Other

- Ability to work after hours, including weekends, as required.
- Satisfactory criminal history check is required.
- Current Australian Drivers Licence

Attitudes

- Resilience and courage in putting forward your viewpoint and accepting and committing to change.
- Motivated and driven.
- Commitment to customer service.
- Collaborative team player.
- High level of accountability with responsibility for own actions.
- Innovative and creative.



Next steps

Terms

To discuss salary parameters please call **Jocelyn Kelty**, Director, Australia Office.

The package includes:

- Annual leave: 4 weeks
- Flex time.
- Hybrid working: 3 days in the office, 2 days at home if suitable.
- Work/life balance is promoted across the organisation.

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 latest salary, 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 at Richmond Associates.

Interviews with Greater Sydney Parklands will take place on or around **25 November**. This will include a task which will be provided to shortlisted candidates prior to the interview. All candidates that are selected for interview will be required to do a psychometric test.



Closing date for applications
is Friday 11 November 2022.

Please send your application to the
Richmond Associates Australia Office.

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