

The Walter and Eliza Hall Institute of Medical Research (WEHI)

Donor Relations Manager



Contents

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



Background Information

Organisational Environment

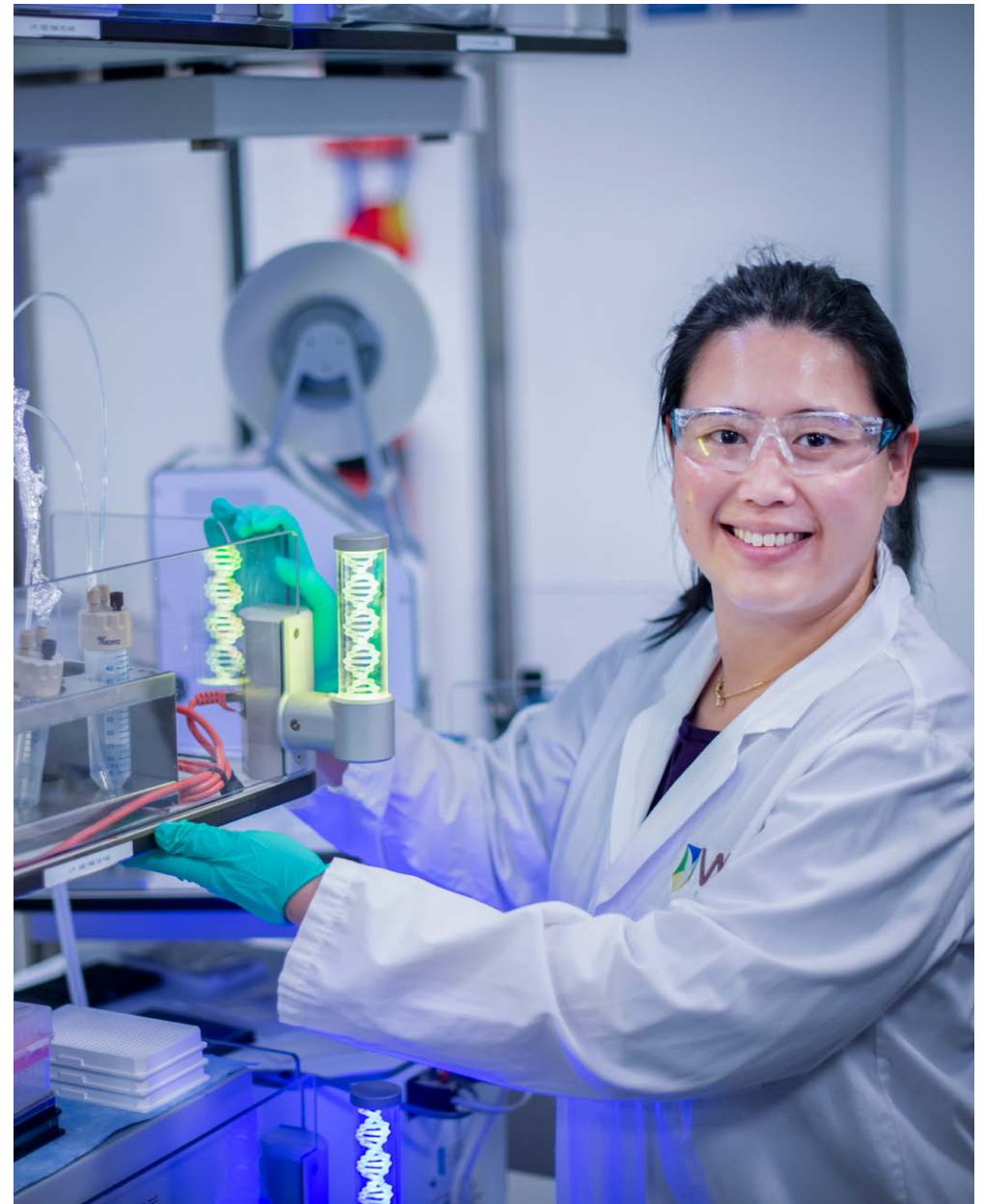
WEHI is one of Australia's leading biomedical research organisations, with a strong national and international reputation for performing highly influential basic and translational research. Established in 1915, WEHI is Australia's longest serving medical research institute. Ranked 19th in the world in the 2019 Nature Index for not-for-profit/non-governmental organisations in biomedical sciences, WEHI was the top-placed Australian medical research Institute in the index.

With more than 1,100 staff and students, the Institute is addressing some of the major health challenges of our time, with a focus on cancer, infection, inflammation, immune disorders, development and ageing. We are at the forefront of research innovation, with a strong commitment to excellence and investment in research computing, advanced technologies and developing new medicines and diagnostics. And our researchers are strongly supported by Professional Services teams.

The Institute is organised around five themes; Cancer Research and Treatments; Infection, Inflammation and Immunity; Healthy Development and Ageing; New Medicines and Advanced Technologies and

Computational Biology. It is committed to delivering long term improvements in treating and diagnosing diseases, with many national and international clinical trials underway based on research undertaken at the Institute.

The Institute's main laboratories are located in the world-renowned Parkville precinct, a vibrant and collaborative life science research, education and healthcare hub. The Walter and Eliza Hall Institute Biotechnology Centre is located 30 minutes from Parkville at La Trobe University's R&D Park in Bundoora and includes facilities for medicinal chemistry and antibody development and production.



Organisational objectives

Discovery and translation

To make discoveries that shape contemporary scientific thinking, increase understanding and improve prevention, diagnosis and treatment of cancer, immune disorders and infectious diseases.

Education and training

To educate and train world class scientists and to attract, develop and retain the best and brightest workforce.

Organisational culture

To provide a vibrant and inspiring organisational culture that encourages, promotes and rewards excellence, collaboration, innovation, creativity and respect.

Engagement

To engage with our stakeholders to improve outcomes, building support and secure resources for medical research.

Sustainability

To build infrastructure, professional services and funding that sustains our research and maximises the time our scientists can spend making discoveries.

Organisational values

- Contribution to Society
- Integrity and Respect
- Collaboration and Teamwork
- Accountability
- Creativity
- Pursuit of excellence

For further information on WEHI please got to:

<https://www.wehi.edu.au/>

The Fundraising and Philanthropy Department (F&P)

F&P contributes to the financial sustainability of WEHI by attracting revenue from non-government sources, including philanthropic individuals, trusts and foundations, community-based fundraising organisations and bequests. Philanthropic funding helps the Institute to remain at the forefront of research and technology, to recruit and retain the best scientific staff, and creates a buffer against changes in government funding programs.

Under the leadership of the Head of Philanthropy, the F&P Department is comprised of five teams;

- Trusts and Foundations
- Major Gifts and Bequests
- Annual Giving
- Philanthropy Services and
- the newly created Donor Relations Team.

For further information on giving at WEHI please see:

<https://www.wehi.edu.au/donate>



The Role

Job Title

Donor Relations Manager

Location

Melbourne

Reports to

Head of Philanthropy

Direct Reports

- Senior Officer, Donor Relations (Events)
- Senior Officer, Donor Relations (Communications)

Key Relationships

- F&P Colleagues
- Communications and Marketing Colleagues
- Internal and external stakeholder groups

Purpose

The Donor Relations Manager will be a senior member of the F&P Department and will lead the Donor Relations team to build upon and strengthen WEHI's meaningful donor engagement program.

The role will provide strategic oversight of the Institute's donor relations and donor stewardship program, to ensure purpose-driven engagement, that is both scalable and bespoke, and leads to improved donor engagement, cultivation and retention. The Donor Relations Manager will work in close collaboration with F&P colleagues, Communications and Marketing colleagues, and other stakeholder groups to deliver a suite of existing and new engagement events and communications activities.

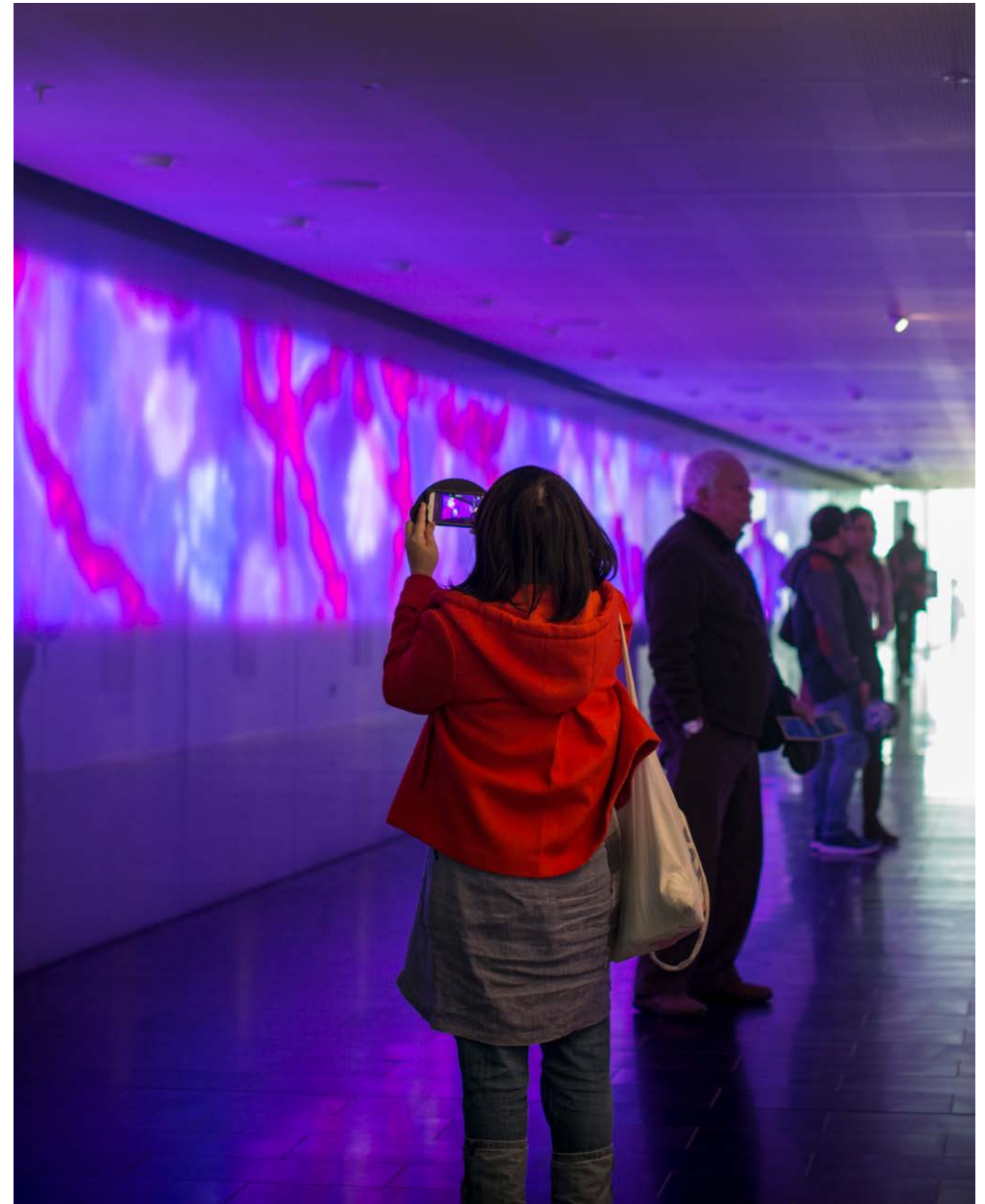
The role will be responsible for designing, directing and implementing an integrated and comprehensive donor relations and stewardship program that consistently enhances engagement, communication and recognition of WEHI's donors.



Key Criteria for Success

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

- created and put in place a comprehensive strategy and operational plan for donor relations.
- set and met individual KPIs agreed with the Head of Philanthropy.
- developed a cohesive and focused team.
- gained an in-depth understanding of the Institute and its priorities for fundraising.
- built strong relationships internally with key members of the F&P team and within WEHI more broadly.
- delivered WEHI's program of in-person and online events.
- delivered WEHI's suite of donor stewardship communications.



Key Responsibilities

- Design, document, and implement a donor relations and stewardship program that is both scalable and tailored/bespoke, and integrated with WEHI's fundraising programs – major gifts, trusts and foundations, bequests and mass fundraising appeals.
- Identify and develop donor-centric engagement opportunities and new initiatives to enhance the 'donor experience' and increase the likelihood of continued contributions.
- In collaboration with Major Gift and Trust and Foundation fundraisers, develop bespoke donor stewardship plans for principal donors, as well as protocols and processes to monitor and track these plans.
- Prepare donor stewardship materials to communicate the impact of donor giving and to celebrate their contributions to WEHI. Specifically stewardship essential to the Major Gifts and Trusts and Foundations programs, e.g., personalised stewardship reports and acquittal reports for major donors; Impact of Giving annual report to donors; and progress reports about fundraising appeals.
- Develop and support the development of cases for support and major donor proposals, in collaboration with fundraising staff, scientists and other key stakeholders.
- Develop and oversee donor relations and stewardship events and activities in collaboration with team members from Fundraising and Philanthropy, Communications and Marketing, researchers, the Director's office and other WEHI staff and stakeholders as required.
- Develop and support donor cultivation and solicitation activities, such as lab tours, boardroom lunches, private dinners, generic proposals/ cases for support, and various campaign activities.
- Establish and manage processes for acknowledgement letters, recognition and honour boards, and on-going communications and continued cultivation of past and current donors at all levels.
- Supervise team members and manage Donor Relations budget.
- Work with the Philanthropy Services team to optimise the use of the Raiser's Edge donor database for relationship management and donor segmentation.
- Provide advice and support to fundraising colleagues to further personalise cultivation and stewardship activities for donors.



Person Specification

Experience and knowledge

- A tertiary qualification.
- Relevant experience working within a fundraising department or advancement office.
- Proven experience in donor relationship management and the delivery of compelling, donor-centric communications.
- Demonstrable experience with donor stewardship and cultivation activities within a not-for-profit organisation.
- Evidence of events management experience to aid the delivery of a suite of donor-centric events and engagement opportunities.
- Proficient use of the MS Office product suite, especially Word, Excel, Outlook and PowerPoint.

Desirable

- Experience in supervising and managing staff to achieve outcomes.
- Budget management experience.



Skills and abilities

- Evidence of excellent written communication skills, which will enable the appointee to translate often heavily scientific materials into compelling, donor-centric communications, such as impact reports, donor proposals, cases for support, newsletters, etc
- Analysis and reporting skills with knowledge of donor relationship management databases (Raiser's Edge and RE NXT).
- Ability to develop good working relationships with all people associated with the Institute.
- Highly developed interpersonal skills and the ability to communicate respectfully and sensitively with a broad range of stakeholders, including major donors, board members and senior staff.
- Strong team player; highly collaborative, responsible and accountable, flexible with ability to compromise, yet also able to operate with conviction, approachable with an absolute commitment to customer service.

Attributes

- Self-motivated and proactive, entrepreneurial, calculated risk taker, creative, and with excellent attention to detail.
- A commitment to the values and behaviours at WEHI



Next steps

Terms

This position is initially offered on a two year fixed term contract, reviewed after 12 months.

To discuss salary parameters please call **Judith Marks**, Senior Consultant, **Richmond Associates**, Australia Office on +61 2 8218 2185.

Diversity

WEHI embraces diversity amongst staff and students and knows the importance of an inclusive workplace culture to the success of its organisation.

It is actively committed to achieving gender equality across the workforce. The institute has a range of policies and initiatives in place to address under-representation of women at senior levels and to support people with caring responsibilities.

The Institute has a strong commitment to the process of reconciliation and creating meaningful employment and training opportunities for Aboriginal and Torres Strait Islander Peoples.

We encourage applications from people from culturally and linguistically diverse backgrounds, Aboriginal and Torres Strait Islander Peoples, people with a disability, and people from the LGBTQIA+ community.

A safe and sustainable workplace

The Institute is committed to developing a safe and sustainable workplace with rigorous risk, compliance and governance systems. As an employee you are expected to:

- Comply with Institute policies, plans and procedures.
- Take reasonable care of your own safety and the safety of others including using Personal Protective Equipment (PPE) and safety devices appropriately.
- Report all risks, hazards, incidents/ injuries and near misses.
- Attend and complete training programs as documented in individual training needs matrices, within proposed time frame.
- To the extent of your role responsibilities and obligations proactively contribute to a safe and sustainable workplace.





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.
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, in depth discussions with Judith Marks, Senior Consultant, Richmond Associates, Australia Office.

Initial interviews with Richmond Associates are scheduled to take place between **24 and 28 January 2022**. Panel interviews with WEHI will be scheduled in **late January 2022**.

Closing date for applications
is Friday 21 January 2022

Please send your application to
Judith Marks:

✉ info@richmond-associates.com