

Position Description

Position Description Overview		
Position Title	Senior Manager, Fundraising	
Position ID Code	CDO013	
Work Area, Division	Fundraising, Community Engagement	
Reports To	Chief Engagement Officer	
Direct Reports	Individual Giving Manager Data & Analytics Manager	Planned Giving Advisor Community Fundraising Partner
Award	No Award Applicable	

Proudly Perkins	
Our Vision	A pioneering Western Australian medical research institute improving health outcomes globally.
Our Purpose	Helping people live healthier, longer lives.
Our Values	
Respect	Respect is at the core of our organisation. We treat everyone in our diverse community with honesty, integrity and respect.
Innovation	We are a talented group of like-minded individuals at the forefront of modern medical research, using our creativity and the latest technology in our relentless quest for medical breakthroughs.
Passion	We bring a passion and commitment to every aspect of our work.
Collaboration	We recognise the power of working closely with each other and our collaborators to achieve the outstanding results for which we strive.

Diversity and Inclusion Statement
At the Perkins, we value, embrace, and celebrate the strength of our diverse experiences, thoughts, and beliefs. We are committed to a safe, equitable and inclusive culture where every person can innovate and thrive. This enables us to deliver pioneering research that improves global health outcomes.

Position Purpose
This position leads a high-performing team, leverages data-driven insights, and fosters meaningful donor relationships to deepen donor engagement and drive revenue growth, ensuring the long-term financial sustainability of the Perkins. As a key leader within the Community Engagement team, the Senior Manager, Fundraising develops and executes innovative fundraising strategies across Gifts in Wills, Individual Giving, and Community Fundraising to enable the continuation of groundbreaking medical research.

Position Title	Version	Date Approved	Responsible Manager	Responsible Executive	Approved
Senior Manager, Fundraising	4	11/04/2025	Chief Engagement Officer	Chief Engagement Officer	Chief People Officer

Position Outcomes and Key Goals

1. Diversify sources of fundraising by broadening the base of funding sources to reduce dependency on any single type of funding and support long-term financial sustainability.
2. Enable sustainable investment into medical research at the Perkins by developing and implementing the strategies for Gifts in Wills, Individual Giving, and Community Fundraising, ensuring short and long-term fundraising goals are achieved.
3. Oversee fundraising and donor data to ensure data can be meaningfully extracted and analysed to enhance donor relationships in support of fundraising goals.

Key Duties/Accountabilities

1. Lead the creation and implementation of a comprehensive fundraising strategy that aligns with and supports the organisation's goals and objectives.
2. Regularly review and adjust strategies to respond to changing market conditions, newly identified revenue streams or internal priorities to maximise fundraising opportunities.
3. Ensure accurate tracking, forecasting, and reporting of fundraising programs to maintain transparency, advise strategic decisions and inform relevant stakeholders.
4. Collaborate with the Chief Engagement Officer to set financial targets and budget controls and provide regular reports to senior management and the Board to demonstrate progress against goals.
5. Develop and implement fundraising campaigns and communications across direct mail, digital channels, fundraising events, and more.
6. Oversee the Data team to ensure that data is managed and maintained in a way that fulfils its primary requirements and long-term objectives of the team. This includes responsibility for overseeing data hygiene and usability.
7. Ensure all fundraising activities comply with relevant laws, ethical practices, and organisational policies.
8. Champion best practices in fundraising within the organisation and stay informed of trends and developments in fundraising, adapting innovative practices and technologies to enhance fundraising efforts.
9. Lead, mentor and develop the fundraising team, fostering an environment of collaboration, professional growth and alignment with the organisation's values.
10. Identify and act on the professional development needs of team members, providing regular feedback, building capability, conducting Staff Reviews; resolve conflict; implement performance processes where required; and ensure the team has the necessary resources and support to achieve their objectives.
11. Complete other duties as requested by manager.

Selection Criteria – Qualifications, Licences, Skills, Knowledge, Experience

1. Tertiary qualification in public relations, marketing, business or a related field, or an equivalent level of knowledge gained through a combination of other education, training and/or experience.
2. Demonstrable experience in developing and implementing successful fundraising strategies across various channels to significantly increase fundraising income.
3. Ability to think strategically, plan long-term, and translate broad visions into actionable strategies.
4. Strong analytical skills to evaluate trends, performance data, and financial information to make informed decisions for short-term plans and long-term strategies.
5. Strong leadership and team management skills with the ability to motivate and direct a team to achieve exceptional results.
6. Financial acumen and budget management skills with ability to setting budgets, monitoring expenditure, and forecast income.
7. Excellent written and verbal communication skills with the ability to craft persuasive fundraising appeals and strategic communications to engage and connect supporters.
8. Strong interpersonal skills with the ability to engage, negotiate and maintain relationships with a variety of stakeholders, including donors, Board members, and suppliers.
9. Experience managing relationships with donors to enhance donor engagement and retention.
10. Strong understanding of CRM systems and data-driven approaches to optimising donor information.
11. Ability to identify and seize new fundraising opportunities and innovate existing practices to adapt to changing fundraising landscapes.
12. Understanding of and commitment to ethical fundraising practices and compliance with all relevant laws and regulations, including maintaining confidentiality and handling sensitive information with discretion.
13. Satisfactory National Police Certificate.

Special Requirements

1. This position provides leave coverage for the Chief Engagement Officer.
2. Occasional after-hours work may be required in this position.

Key Working Relationships

1. Chief Engagement Officer.
2. Fundraising team.
3. Technology team.
4. Senior Managers across Community Engagement.
5. Current and prospective supporters of the Perkins.

Work Health and Safety

1. Take reasonable care for the health and safety of self and others. This includes taking appropriate actions to avoid, eliminate or minimise hazards.
2. Act honestly and report all incidents, hazards, and injuries immediately.
3. Comply with any reasonable instruction given, or policy or procedure administered, by the Perkins that supports the Perkins to provide a safe work environment.
4. Use equipment and materials as trained and required, and according to the manufacturer's instructions.
5. Actively promote a positive safety and health culture, demonstrating attention to physical, mental, emotional, cultural and psychological safety.

Professional Development

1. Accept responsibility for updating knowledge and skills related to professional practice.
2. Actively participate in performance feedback, reflecting on own performance and growth opportunities.
3. Contribute to the creation of development and performance goals.