

Position Title: Engagement and Giving Manager

Location: Hobart, Tasmania

Reports to: CEO



Background

The [Tasmanian Land Conservancy](#) (TLC) is a for-purpose (not-for-profit), apolitical, science and community-based organisation that protects nature on private land in Tasmania. The TLC has a diverse business model, with revenue comprising philanthropic programs, government and non-government grants and conservation business opportunities. At the TLC we pride ourselves on our collaborative, outcome-focused workplace, and we respect and acknowledge the diversity of people, culture and communities. The TLC seeks new ways to achieve conservation that values nature and the economic, cultural and social benefits it provides us all.

Scope of Position

The Engagement and Giving Manager leads the Engagement and Giving Team to support the organisation to achieve its vision for Tasmania to be a global leader in nature conservation, through the delivery of the organisation's four Strategic Intents as outlined in the [TLC 2020-2025 Strategic Plan](#). The Engagement and Giving Team delivers the key targets in the Engagement and Giving Strategy, an operational sub-strategy of the TLC Strategic Plan. Developing and implementing the TLC Engagement and Giving Program, the role oversees communication, participation, engagement, partnerships and philanthropy. As a member of the TLC Management Team, the Engagement and Giving Manager is a hands-on leadership position supporting the CEO and others in the execution of the TLC Strategic Plan.

Responsibilities

1. Develop and deliver the TLC's Engagement and Giving Strategy in accordance with the TLC's Strategic Plan 2020 – 2025.
2. Lead and support the TLC's Engagement and Giving Team of approximately 5 FTE in the delivery of key programs including bequests, major gifts, regular giving, property acquisitions, the TLC Foundation, volunteering, reserve visitation and Land for Wildlife.
3. Oversee the development and distribution of TLC communications and marketing materials across all communication channels ensuring quality, consistency and continuity.
4. Identify, cultivate and manage key stakeholder relationships associated with engagement and giving programs.
5. Assist in the development and management of financial budgets in accordance with defined delegations, financial controls and reporting requirements.
6. Promote a safe working environment in accordance with the TLC's policies and procedures, including Workplace Health and Safety, People and Culture and Fieldwork.

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7. Provide leadership, direction and advice to the TLC in relation to communications (internally and externally), engagement and giving programs and initiatives, and actively promote the adoption, ongoing use and development of the client relationship management (CRM) technologies and other systems.
8. Provide secretariat support to the TLC Nature-based Arts and Engagement Committee, a subcommittee of the TLC Board that provides expertise in the strategic delivery of the TLC's engagement and arts initiatives.
9. Contribute to other TLC activities including representing the TLC at events/forums, participating in consultation processes, and contributing to staff, management team and board meetings.
10. Other duties as directed by the Chief Executive Officer.

Qualifications, Skills and Experience

Qualifications

1. Tertiary qualification in a relevant field (e.g. marketing, advertising, philanthropy)
2. Manual driver's license

Essential Experience, Skills and Competencies

1. Minimum 3 years' experience developing and implementing fundraising strategies; OR equivalent experience in communications, sales or relationship management. At least 5 years' demonstrated working experience at a senior level is required.
2. Excellent written and verbal communication skills including experience giving high quality presentations and developing and implementing strategic communications using various channels.
3. Strong interpersonal skills with the ability to build and strengthen existing supporter relationships, as well as experience developing and delivering recruitment strategies to grow the TLC's supporter base.
4. Experience using digital platforms (CRMs) and an ability to use data to build a strategy and deliver results.
5. A demonstrated ability to lead, motivate and manage a dynamic and multi-disciplinary team prioritising competing demands, deadlines, and workflows.

Desirable Experience, Skills and Competencies

1. First Aid certificate (Provide First Aid or equivalent) and other competency training certificates as required, or the ability to obtain.
2. A proven commitment to and understanding of the for purpose (not-for-profit) sector.
3. A working understanding of nature conservation in Australia and Tasmania, particularly private land conservation.

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Position Type

Ongoing, full time (1.0 FTE = 76 hours / fortnight).

Salary

A remuneration package (pro rata) based on TLC Executive Level 1 (plus statutory superannuation) commensurate with qualifications, skills and experience.

Authorised by the TLC's Chief Executive Officer.

A handwritten signature in black ink, appearing to read 'JH', is positioned above the name and date.

James Hattam
Date: 25 May 2022