



WEST AUSTRALIAN
BALLET

WEST AUSTRALIAN BALLET (WAB)

POSITION DESCRIPTION

Major Gifts and Bequests Manager

THE COMPANY

Based at the West Australian Ballet Centre in Maylands, WAB is the State's flagship dance company, performing a dynamic and extensive series of classical, contemporary and neo-classical dance in Perth, regional Australia and internationally. Our goal is to be recognised for exceptional ballet experiences and leadership within our communities locally and globally, driven by our mission to enrich lives through dance.

THE ROLE OF PHILANTHROPY

The Philanthropy team are critical to the ongoing sustainability of WAB through its active promotion of giving, and support enriching experiences through the power of giving.

WAB seeks to engage staff who are committed to extending dance into the lives of others through its artistic programs and community and school participation activities. WAB offers opportunities across the cultural diversity of WA to contribute to funding artistic positions, the creation of new works or underwriting access and outreach programs in both metropolitan and regional areas.

The Philanthropy team are donor centric in their approach and decision making and are advocates for positive philanthropic giving culture in the greater community. They demonstrate an ongoing commitment to our mission and behaviour consistent with our values - Access, Excellence, Innovation, and Integrity.

POSITION SUMMARY

The Major Gifts and Bequests Manager leads the company's major and specific gift and Bequests campaigns and manages the Alumni program. In this role, the Major Gifts and Bequests Manager is also expected to build their own personal donor portfolio, managing all aspects of an individual's giving.

KEY ACCOUNTABILITIES AND FUNCTIONS

1. Major and Specific Purpose Gifts

- Manages the stewardship of major gift programs including (but not limited to) the Pas de Deux program and supports the Philanthropy and Annual Giving Manager in delivering the Campione campaign.
- Manages Specific Purpose Gifts under the direction of the Head of Philanthropy and Senior Philanthropy Manager.
- Manages monthly gift renewals in collaboration with the Senior Philanthropy Manager and Philanthropy and Annual Giving Manager, including regular giving functions.
- Manages, maintains, and grows (where possible) the individual giving of donors within their portfolio.
- Creates moves management plans in the company's CRM (Tessitura) in line with their individual portfolio and as required.
- Works collaboratively to ensure gift acknowledgements are performed in a timely manner according to the established Acknowledgement Matrix.

2. Bequests

- Manages the company's existing Bequests program.
- Champions awareness of the program externally and internally within the company.
- Researches and employs strategies and campaigns for its growth under the direction of the Head of Philanthropy.



- Stewards existing Bequestors according to established Acknowledgement Matrix, to maintain or increase their planned gift.
- Maintains accurate and complete constituent records including notes and legal documents.

3. Annual Giving

- Supports the Philanthropy and Annual Giving Manager in the delivery of the Annual Appeal and Subscriptions campaigns.
- Assists in the stewardship of Annual Giving donors where required, or as part of their personal portfolio.

4. Philanthropy Administration and Communications

- Supports the delivery of day-to-day donor services including (but not limited to) queries, donation processing, issuing donation receipts, preparing birthday cards, sending tokens and gifts to donors and RSVP's and bookings.
- Supports ticket concierge services for donors as required including exchanges, Season Package processing (General, Opening Night, Director's Circle and Closing Night) and single tickets.
- Prepares donation invoices, purchase orders and reimbursements where required.
- Maintains accurate and complete constituent records containing details of donor experience and notes which enrich donor connection at the highest level of integrity.
- Supports the pulling of all lists required for invitations, mailings and data analysis as required.
- Supports the delivery of monthly Philanthropy eNews and assists with the delivery of biannual *elevate publication* where required.
- Develops copy within Philanthropy campaigns and relevant collateral as required, while maintaining a consistent narrative across the department.
- Writes compelling and solid cases and pitches of support by keeping abreast of company operations.
- Maintains relevant areas of the website where required.
- Hosts Giving Circle events throughout the year as required. This includes (but not limited to) Opening, Director's Circle and Closing Nights, In Studio events, fundraising evenings, and other performance-based experiences.

5. Alumni Program

- Manages the Alumni Committee including coordinating, attending and minuting meetings.
- Assists in the stewardship of Alumni which includes (but is not limited to) event bookings, ticket concierge and individual giving.
- Manages Alumni contact details within Tessitura and registers new Alumni.
- Strategises ongoing improvements to the Alumni model including acknowledgement opportunities.
- Strategises ways to engage the Alumni with the company's various giving programs and initiatives.

KEY PERFORMANCE INDICATORS

- Works collaboratively with the team to meet Philanthropy income and donor growth targets.
- Donor relations are maintained and enriched through effective stewardship.
- Cohesive working relationships within the Philanthropy team and greater company.

SELECTION CRITERIA

- Tertiary fundraising qualification or a minimum of three years' experience in a fundraising role.
- Proven ability to produce an accurate body of work under pressure.
- Proven ability to engage with multi-level stakeholders across a range of industries and backgrounds.
- Proven ability to manage time and prioritise tasks while adhering to strict deadlines.

KEY ATTRIBUTES

ESSENTIAL

- Forward-facing, with excellent verbal skills.

POSITION DESCRIPTION

Major Gifts and Bequests Manager



WEST AUSTRALIAN
BALLET

- Excellent written communication skills with exceptional attention to detail.
- Experience with CRM systems and databases.
- Professional personal presentation.

DESIRABLE

- Arts industry experience, knowledge, or great interest.
- Tessitura trained.
- Ticketing and events experience.

POSITION DETAIL

DEPARTMENT:	Philanthropy
HEAD OF DEPARTMENT:	Head of Philanthropy
REPORTS:	Senior Philanthropy Manager
WORKS WITH:	Philanthropy and Annual Giving Manager
LOCATION:	West Australian Ballet Centre 134 Whatley Crescent, Maylands WA 6051
CONTRACT HOURS:	0.8 FTE, 30.4 Ordinary hours per week, Permanent These hours are usually worked between 8.30am and 6pm Monday to Friday, with a flexible lunch break period. Some out-of-hours work is required to fulfil the requirements of the role.