

JOB DESCRIPTION

Head of Philanthropy	
Reporting to:	Chief Executive Officer
Job Holder:	Employee Name
Location:	105 Latrobe Parade, Dromana VIC 3936; or Any location requested by the business.
Effective Date:	TBA

JOB OVERVIEW

The Head of Philanthropy is responsible for developing and leading the philanthropic strategy of The Diggers Foundation to ensure sustainable financial support for its conservation, education, and heritage initiatives. As a key member of the leadership team, this role drives major fundraising programs, nurtures donor relationships, and oversees all philanthropic activities including major gifts, bequests, grants, and fundraising events. The position plays a vital role in enhancing the visibility and impact of the Foundation's mission, contributing to long-term growth and community engagement.

PRINCIPAL ACCOUNTABILITIES

- Design and execute a comprehensive philanthropic strategy aligned with the Foundation's strategic goals.
- Cultivate and secure major gifts from individuals, foundations, and corporate partners.
- Lead a successful planned giving program, including bequests and other structured donations.
- Oversee the planning and delivery of signature fundraising events, ensuring high engagement and returns.
- Identify and apply for relevant grants, delivering compelling proposals to secure public and private funding.
- Develop and implement donor stewardship programs to foster lasting relationships and increased support.
- Provide leadership, coaching, and professional development for the fundraising team.
- Monitor philanthropic trends and donor behaviour to inform strategy and innovation.
- Collaborate with the CEO and Board on fundraising targets, priorities, and strategic partnerships.
- Manage fundraising budgets, reporting, and metrics to ensure transparency and ROI.
- Work closely with the Marketing team to create aligned communications that inspire giving.
- Represent the Foundation at public events and networking opportunities to increase its profile.
- Maintain accurate donor records and ensure compliance with fundraising regulations.
- Uphold ethical fundraising practices and promote the Foundation's values in all activities.
- Any other tasks or projects as directed by your manager or the business.

SKILLS & QUALIFICATIONS

- Minimum 7 years' senior experience in philanthropy, fundraising, or not-for-profit leadership.
- Proven success in securing major gifts and building long-term donor relationships.
- Strong experience with bequests and structured giving programs.
- Demonstrated excellence in grant writing and event-based fundraising.
- Exceptional interpersonal, verbal, and written communication skills.
- Strategic thinker with strong project management and organisational capabilities.
- Highly motivated with a passion for environmental conservation and heritage preservation.
- Bachelor's degree in philanthropy, business, non-profit management, or a related discipline; postgraduate qualifications desirable.
- Proficient in fundraising CRM systems and donor management tools.
- Strong financial literacy and ability to manage fundraising budgets and reporting.

KEY PERFORMANCE INDICATORS (KPIs):

- Achievement of annual fundraising targets across all giving streams (major gifts, bequests, grants, events).
- Year-on-year growth in philanthropic income and donor engagement metrics.
- Increase in the number and value of major gifts and planned giving commitments secured.
- Delivery of at least two high-impact fundraising events per year with measurable ROI.
- Retention and satisfaction of key donors, measured through regular stewardship feedback.
- Development and implementation of an annual philanthropic strategy and operational plan.
- Increase in database accuracy, segmentation, and donor insights through CRM optimisation.
- Positive staff engagement scores and performance outcomes within the philanthropy team.
- Contribution to increased public awareness and support for the Foundation's mission and programs.

PEOPLE AND DEVELOPMENT

- Participate in goal setting and annual performance reviews with your Manager.
- Comply with all relevant policies and procedures.
- Participate in all training and development as directed by your Manager.

COMPANY VISION AND VALUES

Vision:

Diggers vision is a better world through the practice of gardening.

Mission:

To inspire a love of gardening in Australia, for the joy and fulfilment of connecting to the natural world and each other through gardening.

Foundation Purpose:

For the Diggers Foundation to be Australia's leading garden charity supporting
The education and learning of all gardeners
The preservation of historic gardens and garden traditions
The biodiversity and sustainability of gardens and the planet.

Required Behaviours:

Inspirational
Educational
Sustainable
Integrity
Collaborative
Creative
Personal Effectiveness

HEALTH & SAFETY

All employees must carry the primary responsibility to ensure that the work they undertake or supervise is carried out safely and complies with all environmental, health and safety policies and procedures.

Employees must play their roles as stated in Occupational Safety and Health Act 2004 – Section 25 (c) - Duties of employees. This position is required to adhere to OHS rules as documented by the company and actively support the "Safety culture". This includes things such as wearing PPE at all times within the designated areas and actively identifying & reporting new hazards.

ORGANISATIONAL CHART



ACKNOWLEDGMENT

This job description serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. You will be expected to perform other job-related tasks requested by management and as necessitated by the development of this role and the development of the business.

This document will be referred to during and at the completion of your 6-month probation period and during any future performance management processes, to ensure the expectations of the role are being met.

I certify that I have read, understood and accept the duties, responsibilities, expected behaviours, and obligations of my position. I confirm that I have the skills and capability to safely and competently carry out this role.

Employee Name: _____ Signature: _____ Date: _____

Manager Name: _____ Signature: _____ Date: _____
