

POSITION DESCRIPTION

Title: Head of Advancement
Classification: Executive Level
Reports to: Director and CEO
Direct reports: 5
Issue date: May 2019

JOB PURPOSE

The Head of Advancement develops key initiatives for strong and resilient growth in revenue generation and programming by enhancing stakeholder relationships through fundraising, business development, marketing and brand management. The key objectives for the role include increasing sustainable sources of income; extending relationships with philanthropists, corporate partners and government; and growing community engagement via high quality programs.

KEY RESPONSIBILITIES

The Head of Advancement will be responsible for:

- Being a productive and collaborative member of the Executive Leadership Team.
- Leading the Advancement functions of the School in close collaboration with the Director and CEO.
- Managing the Fundraising and Development Manager, Marketing and Communications Manager, Programs Manager, Commercial Manager, Government Relations Manager and any additional Advancement related staff as may be employed in the future.
- With the support of the Government Relations Manager, develop the School's strategic plans including, but not limited to, an integrated Strategic Advancement Plan and associated operational plans and budgets in consultation with key stakeholders. Ensuring relationships with government representatives and bodies are broadened and well managed, and that government reporting requirements are fully met.
- With the support of the Fundraising and Development Manager, establish the National Art School Foundation and providing ongoing support to its Chair and members. Implement an effective portfolio of fundraising programs and campaigns which may include, but is not limited to: capital campaigns, major donors, regular donors, bequests, trusts & foundations, corporate sponsorship, annual appeals, direct mail, web-based and social media, special events, staff fundraising and community fundraising.
- With the Student Recruitment Manager, developing and implementing a student recruitment strategy to attract domestic and international students, the general public for short courses and campus engagement; and to achieve the School's strategic objectives, including equity and diversity related goals.
- With the support of the Marketing and Communications Manager, developing and strengthening the NAS brand to achieve strategic objectives, including greater recognition and awareness in priority audiences, and integrity of brand in the School's communications. Developing a robust and effective alumni relations engagement program with input from academic staff.
- With the support of the Commercial Manager and Fundraising and Development Manager, forming mutually beneficial and sound corporate partnerships, generating income from sustainable commercial and philanthropic arrangements, furthering campus/precinct business development opportunities and ensuring compliance with relevant local, state and government regulations and reporting and delivering the Development Strategy.
- With the Programs Manager, developing and implementing a well-structured and well-promoted events calendar, education and outreach programs; and manage and develop

the School's gallery, archives and collections within the Audience Development Strategy.

- Collaborating with key internal audiences including the Executive Leadership Team, Heads of Departments, lecturers, alumni and students on Advancement related projects, and to obtain input and agreement to strategic plans.
- Developing internal policies and procedures to strengthen Advancement and business development functions.
- Reviewing global best practice and maintaining a breadth of knowledge about current trends in Advancement and business development related strategies.
- Providing updates to the Director and CEO as required.
- Identifying, reporting and ensuring compliance with current state and federal laws relevant to fundraising, gifts, marketing, communication, event and business operations.
- Devising clear goals and metrics for areas of responsibility, including setting up ongoing national and international benchmarking arrangements.
- Achieving individual and organisational Key Performance Indicators (KPIs).
- Perform other duties as required.

QUALIFICATIONS / EXPERIENCE

- Business related degree and a minimum of 8 years of relevant experience, ideally combining business development, marketing and fundraising, or an equivalent combination of education, training and experience.
- Proven track record of developing and managing business development, marketing, communication and fundraising functions; and an appreciation of the Advancement Model with the achievement of measurable results.
- Superior team building and management skills.
- Outstanding organisational, project management, problem-solving, planning and analytical skills.

- Excellent interpersonal, verbal and written communication skills.
- Accomplished in building relationships with a wide variety of stakeholders, including community and business leaders, government representatives and the media.
- Demonstrated ability to develop strategic and operational plans and budgets, including setting KPIs and meeting organisational strategic objectives.
- Very strong negotiation and influencing skills.
- Experience and/or understanding of working in an education, arts or cultural organisation; and communicating the importance of visual arts.
- Proficient in using the Microsoft Office Suite, good knowledge of web-based fundraising and the ability to fully utilise CRM systems.
- Knowledge and understanding of EEO, Ethical Practice and WH&S.

KEY RELATIONSHIPS:

Who	Why
Internal	
Director and CEO	Supports the Director and CEO with Advancement and business development related projects.
Direct Report(s)	Fundraising and Development Manager Marketing and Communications Manager Commercial Manager Programs Manager Government Relations Manager
Executive Leadership Team	Provide reports for the Director and CEO, and is a productive and collaborative member of the Executive Leadership Team.
NAS Foundation	Provide strategic



Chair	advice and support to the Chair and members of the National Art School Foundation.
NAS Alumni	Develop relationships with alumni to progress Advancement goals.
Managers and Staff	Develop and maintain effective working relationships, engaging and consulting in the delivery of organisational objectives.
External	
Philanthropists, corporate sponsors, business partners, community and business leaders, media, government representatives, collaborators	Develop and maintain mutually beneficial relationships with external stakeholders and supporters.
Service Providers and government agencies	Develop and maintain effective working relationships, manage deliverables, manage value and cost, manage relevant reporting and compliance and keep abreast of developments.