



## NATIONAL TRUST OF AUSTRALIA (NSW) POSITION DESCRIPTION

<b>Role:</b>	Head of Development
<b>Department:</b>	Marketing, Communications and Development
<b>Primary Location:</b>	National Trust Centre (NTC) Observatory Hill, Millers Point, Sydney
<b>Reporting Manager:</b>	Director Marketing, Communications and Development
<b>Direct Reports:</b>	Development Manager and Philanthropy Officer
<b>Hours of work:</b>	35 per week (minimum three days working from the office)

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### Organisation Overview

The National Trust of Australia (New South Wales) is Australia's leading heritage conservation organisation, a not-for-profit, community based charity in operation for more than 80 years. Our vision is to bring the heritage of New South Wales to life now and into the future through advocating for the conservation and protection of our built, cultural and natural heritage.

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### Primary Purpose

The Head of Development is responsible for developing and implementing a diversified fundraising strategy, which includes Appeals, Regular Giving, Major Gifts and Bequests and donor programs that deliver revenue growth to achieve agreed income targets.

Importantly, they also advocate for and embed a culture of giving across the National Trust.

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### Key Accountabilities

The position holder has responsibility for:

- Developing strategies with the Director Marketing, Communications and Development that build and support fundraising programs across the National Trust
- Reporting and delivering against agreed strategies and fundraising targets through the management of Appeals, Patron Program, Major Gifts, Bequests and other donor programs
- Effective communication with donors, and management of the relationships to foster, strengthen and build deeper relationships with potential donors and bequestors to maximise financial support
- Developing and delivering a calendar of campaigns, fundraising initiatives and events with oversight for managing and engaging donors and moving them up the ladder of giving
- Working with the Director Marketing, Communications and Development to develop appropriate communication, collateral, and promotions to deliver the fundraising strategy
- Regular tracking and reporting on key programs and against performance targets
- Utilisation of finance reports and reporting from the Customer Relationship Management database to optimise ROI for activities

- Exercising due diligence to ensure occupational, work health and safety risks are addressed
- Undertaking all other tasks and duties as required from the Director Marketing, Communications and Development and/or the Chief Executive Officer, of relevance to the role.

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### **Key challenges**

Supporting the National Trust as a highly respected and recognised advocacy, conservation and educational body by:

- Ensuring donor relationships are maintained and appropriate levels of stewardship are achieved whilst exercising the highest levels of discretion, integrity and professionalism
- Working across a diverse stakeholder group to deliver the National Trust's priorities
- Maintaining high levels of personal enthusiasm, commitment to and involvement in the work of the National Trust, including engagement in occasional weekend and evening activities and a willingness to travel to various regional properties.
- Leveraging opportunities and navigating competing priorities in a fast-paced environment

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### **Qualifications/Experience/Skills/Attributes**

- Tertiary qualifications in Business, Marketing, Sales or a related field
- 10 years of experience in fundraising, marketing, sales or relationship management with experience in building and strengthening relationships
- Sound knowledge of fundraising principles, policies and procedures
- Proven success in building fundraising campaigns, with major donors and/or charitable trusts and foundations to raise substantial funds, or similar transferable skills and experience
- Demonstrated experience in analysing data from audience insight and systems such as CRMs to drive specific campaigns or revenue targets
- A history of being results driven, self-motivated and passionate about working in the not-for-profit space
- Highly developed interpersonal and communication skills, including the ability to develop and maintain relationships
- Excellent written and verbal communication skills, including the ability to effectively negotiate and influence while representing an organisation
- An interest in or commitment to heritage/conversation.
- Highly developed interpersonal and communication skills

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### **Key Result Areas**

#### **Resilience and Courage**

- Be flexible, show initiative and respond quickly when situations change
- Remain calm under pressure and in challenging situations

#### **Act with Integrity**

- Represent the organisation in an honest, ethical and professional way and encourage others to do so, following the Trust's values and policies
- Act to prevent and report misconduct, illegal and inappropriate behaviour

### **Value Diversity and Inclusion**

- Show respect for diverse backgrounds, experiences and perspectives

### **Communicate Effectively**

- Communicate concisely and clearly with all stakeholders and maintain the goodwill of members, donors, volunteers and the broader community
- Present with credibility and engage varied audiences
- Write fluently and persuasively in a range of styles and formats

### **Commitment to Customer Service**

- Provide customer focused services consistent with organisational values and objectives

### **Work Collaboratively**

- Collaborate with internal and external stakeholders and value their unique contribution
- Facilitate opportunities to engage and collaborate with philanthropic donors to achieve objectives

### **Influence and Negotiate**

- Gain consensus and commitment from others
- Engage Board members and senior management in philanthropy strategies

### **Deliver Results**

- Achieve results through efficient use of resources and a commitment to quality outcomes
- Facilitate the running of all donor cultivation and stewardship events
- Deliver a diversified fundraising strategy which may include an annual patron program, major gifts and grants, special campaigns and planned giving from individuals, foundations and other potential sources

### **Plan and Prioritise**

- Effective planning to drive strategic plans from ideas to reality
- Manage cultivation plans for major gift prospects and engage the Chief Executive Officer, appropriate senior management and Board members in gift solicitation
- Continually research and develop plans to expand the National Trust membership
- Devise, implement and deliver stewardship program activities, donor acknowledgement and effective reporting

### **Think and Solve Problems**

- Think, analyse and consider the broader context to develop practical solutions
- Research and analyse giving trend information, identify interrelationships and make recommendations based on relevant evidence

### **Demonstrate Accountability**

- Adhere to any relevant legislation and policies
- Provide strategic, accurate and timely advice and reports to assist the Chief Executive Officer and Board to make well informed decisions

**Finance**

- Manage Board-approved budget, the budgeting cycle (including budget reviews) and day-to-day finances to deliver agreed budget
- Report, monitor and deliver income targets
- Understand and apply financial processes to achieve value for money and minimise financial risk

**Technology**

- Working knowledge of the main software applications including Microsoft Word, Excel, Powerpoint and the Customer Relationship Management database; IMIS

**Manage and Develop People**

- Support the skills and capabilities of staff and voluntary workforce to achieve optimum performance and benefits for the organisation and deliver results within the agreed timeframes
- Ensure that roles and responsibilities are clearly communicated
- Develop team capability and recognise and develop potential in people
- Recognise performance issues that need to be addressed and work towards resolution of issues

**Inspire Direction and Purpose**

- Empower staff to deliver results within agreed delegations and with appropriate controls

**Optimise Business Outcomes**

- Initiate and develop longer-term goals and plans to guide the work of the team in line with organisational objectives.

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*It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. Following consultation, the aspects mentioned above may be altered in accordance with the changing requirements of the role.*

Approval Date: **June 2026**