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| **Cluster** | Planning & Environment |
| **Agency** | Department of Planning and Environment |
| **Division/Branch/Unit** | Property & Place / Greater Sydney Parklands / Community Engagement & Partnerships |
| **Location** | Centennial Park |
| **Classification/Grade/Band** | Clerk Grade 9/10 |
| **ANZSCO Code** | 132111 |
| **Role Number** | 48609 |
| **PCAT Code** | 1119192 |
| **Date of Approval** | April 2022 |
| **Agency Website** | www.dpie.nsw.gov.au |

# Agency overview

Our vision is to create thriving environments, communities and economies for the people of New South Wales. We focus on some of the biggest issues facing our state. We deliver sustainable water resource and environment management, secure our energy supply, oversee our planning system, maximise community benefit from government land and property, and create the conditions for a prosperous state. We strive to be a high-performing, world-class public service organisation that celebrates and reflects the full diversity of the community we serve and seeks to embed Aboriginal cultural awareness and knowledge throughout the department.

Greater Sydney Parklands is a NSW government city-wide agency created to become Sydney’s leading urban parks advocate. In partnership with communities, state and federal government agencies, and local councils, it will plan for and expand great open spaces and parklands and champion the NSW Government’s new 50 Year Vision for Sydney’s Open Space and Parklands.

Greater Sydney Parklands currently brings together in a combined administration three independent Parks agencies and Trusts: the Centennial Park and Moore Park Trust, Parramatta Park Trust, and Western Sydney Parklands Trust, as well as the parklands of Callan Park and Fernhill Estate.

# Primary purpose of the role

Engage and develop benevolent funding sources to support Greater Sydney Parkland’s (GSP’s) recurrent programs and capital projects enabling the GSP to better position itself as an international leader in horticulture, conservation, community education and public outreach and support the growth of Centennial Parklands Foundation, its fundraising channels and resulting policy and process. The role is also responsible for the development and stewardship of a portfolio of major philanthropic donors and stakeholders and delivery of outstanding donor cultivation and stewardship.

# Key accountabilities

* Develop and implement community fundraising and major giving strategies to generate significant revenue and support for the GSP through channels including; donations from individuals, trusts and foundations, bequests, grants and events.
* In collaboration with the Head of Fundraising & Development manage the administration, direction and reporting for the Centennial Parklands Foundation and oversee fundraising activities on their behalf.
* Manage and develop a portfolio of major donors to support priority recurrent and capital projects, providing the full cycle of philanthropic support from prospect identification, qualification, cultivation, solicitation and stewardship for existing and new philanthropic leads.
* Develop and implement strategic gift solicitation programs, fundraising events and marketing and communication campaigns, including website and social media, electronic and printed communications materials, to strengthen donor relationships and achieve fundraising objectives on time and within budget.
* Research and produce grant applications and acquit successful applications in a timely and accurate manner consistent with grant procedures and processes.
* Manage and motivate a fundraising officer, collaborate with Community Engagement & Partnerships team and other GSP directorates, and represent GSP on committees, working parties and related forums to actively build a greater understanding of the work of GSP.
* Implement and maintain appropriate systems of financial and administrative control to ensure financial and legal governance with regard to philanthropic funding is clear and documented, and processes are in place to ensure compliance requirements are met.
* Undertake detailed analysis for reporting on the effectiveness of fundraising initiatives and campaigns for the GSP Executive and Board, and Foundation Board.

# Key challenges

* Ensuring donor relationships are nurtured and appropriate levels of stewardship are achieved to cultivate support in an extremely competitive environment whilst exercising the highest levels of discretion, integrity and professionalism.
* Developing new and innovative program strategies, that keep up to date with any changes in legislation, regulatory procedures, best practice and industry standards in relation to major gift fundraising.
* Managing and prioritising multiple internal and external stakeholder interests, expectations and timelines.

# Key relationships

|  |  |
| --- | --- |
| **Who** | **Why** |
| **Internal** |  |
| Head of Fundraising and Development | * Receive guidance from and provide regular updates on project, trends and issues. * Support with strategy development and management of philanthropic activities. |
| Director, Community Engagement and Partnerships, Chief Executive GSP | * Provide reports and regular updates on philanthropic initiatives and activities. |
| Departmental team and key GSP staff | * Work collaboratively to implement marketing and communication strategies that optimise philanthropic opportunities. * Support business needs and growth. * Develop and maintain productive and professional working relationships to exchange information and advice. |
| DPE staff | * Develop strong working relationships to support the communication processes between agencies. * Develop and maintain effective relationships. * Resolve and provide solutions to issues. |
| **Who** | **Why** |
| **External** |  |
| Centennial Parklands Foundation Board | * Support Board Members in their role of fundraising for the Foundation. * Receive guidance and provide regular updates on fundraising goals, strategies, projects, issues and priorities. |
| Supporters and Partners | * Provide communication and awareness of the activities and core goals to deliver proposal and reports on fundraising and other activities. * Maintain and foster positive relations. |
| Other stakeholders | * Develop and maintain cooperative and productive working relationships in a wide range of audience segments. |

**Role dimensions**

## Decision making

The role operates with a high level autonomy and is accountable for the delivery of work assignments and projects on time, within budget and to expectations in terms of quality, deliverables and outcomes. The role refers to the Head of Fundraising and Development for decisions on more complex issues that require significant change to strategic approach, that are likely to escalate, cause undue risk, create substantial precedent or are outside of delegation limits.

## Reporting line

This role reports to the Head of Fundraising and Development Manager.

## Direct reports

One

## Budget/Expenditure

The role acts within the financial and HR delegated authorities, approval levels and budgets.

# Key knowledge and experience

* Experience in developing successful relationships with philanthropic donors including soliciting gifts, supporting cultivation and stewardship.
* Experience in developing and implementing annual giving fundraising strategies and/or major or capital giving programs.
* Current knowledge of fundraising principles and guidelines, relevant legislation and ethical standards.

# Essential requirements

* Experience in fundraising with a proven track record of securing benevolent support from individuals.
* Knowledge of the development and use of systems to support fundraising activity.
* Ability to work after hours, including weekends, as required.
* Satisfactory criminal history check is required.
* Current Australian Drivers Licence

# Capabilities for the role

The [NSW public sector capability framework](https://www.psc.nsw.gov.au/workforce-management/capability-framework/the-capability-framework) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into **focus capabilities** and **complementary capabilities**.

# Focus capabilities

*Focus capabilities* are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

| FOCUS CAPABILITIES | | | | |
| --- | --- | --- | --- | --- |
| **Capability group/sets** | **Capability name** |  | **Behavioural indicators** | **Level** |
|  | **Act with Integrity**  Be ethical and professional, and uphold and promote the public sector values | | Model the highest standards of ethical and professional behaviour and reinforce their use  Represent the organisation in an honest, ethical and professional way and set an example for others to follow  Promote a culture of integrity and professionalism within the organisation and in dealings external to government  Monitor ethical practices, standards and systems and reinforce their use  Act promptly on reported breaches of legislation, policies and guidelines | Advanced |
|  | **Communicate Effectively**  Communicate clearly, actively listen to others, and respond with understanding and respect | | Tailor communication to diverse audiences  Clearly explain complex concepts and arguments to individuals and groups  Create opportunities for others to be heard, listen attentively and encourage them to express their views  Share information across teams and units to enable informed decision making  Write fluently in plain English and in a range of styles and formats  Use contemporary communication channels to share information, engage and interact with diverse audiences | Adept |
| **Influence and Negotiate**  Gain consensus and commitment from others, and resolve issues and conflicts | | Influence others with a fair and considered approach and present persuasive counter-arguments  Work towards mutually beneficial win/win outcomes  Show sensitivity and understanding in resolving acute and complex conflicts  Identify key stakeholders and gain their support in advance  Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise  Anticipate and minimise conflict within the  organisation and with external stakeholders | Advanced |
|  | **Deliver Results**  Achieve results through the efficient use of resources and a commitment to quality outcomes | | Use own and others’ expertise to achieve outcomes, and take responsibility for delivering intended outcomes   * Make sure staff understand expected goals and acknowledge staff success in achieving these   Identify resource needs and ensure goals are achieved within set budgets and deadlines  Use business data to evaluate outcomes and inform continuous improvement  Identify priorities that need to change and ensure the allocation of resources meets new business needs  Ensure that the financial implications of changed priorities are explicit and budgeted for | Adept |
| **Think and Solve Problems**  Think, analyse and consider the broader context to develop practical solutions | | Research and analyse information, identify interrelationships and make recommendations based on relevant evidence  Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of option  Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness  Identify and share business process improvements to enhance effectiveness | Adept |
|  | **Project Management**  Understand and apply effective planning, coordination and control methods | | Understand all components of the project management process, including the need to consider change management to realise business benefits  Prepare clear project proposals and define scope and goals in measurable terms  Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements  Identify and evaluate risks associated with the project and develop mitigation strategies  Identify and consult stakeholders to inform the project strategy  Communicate the project’s objective and expected benefits  Monitor the completion of project milestones against goals and initiate amendments where necessary action  Evaluate progress and identify improvements to inform future projects | Adept |
|  | **Optimise Business Outcomes**  Manage people and resources effectively to achieve public value | | Develop team/unit plans that take into account team capability and strengths  Plan and monitor resource allocation effectively to achieve team/unit objectives  Ensure team members work with a good understanding of business principles as they apply to the public sector context  Participate in wider organisational workforce planning to ensure the availability of capable resources | Intermediate |

# Complementary capabilities

*Complementary capabilities* are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as ‘not essential’ for this role are not relevant for recruitment purposes however may be relevant for future career development.

| COMPLEMENTARY CAPABILITIES | | | | |
| --- | --- | --- | --- | --- |
| **Capability group/sets** | **Capability name** |  | **Description** | **Level** |
|  | Display Resilience and Courage | | Be open and honest, prepared to express your views, and willing to accept and commit to change | Adept |
| Manage Self | | Show drive and motivation, an ability to self-reflect and a commitment to learning | Adept |
| Value Diversity and Inclusion | | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Intermediate |
|  | Commit to Customer Service | | Provide customer-focused services in line with public sector and organisational objectives | Adept |
| Work Collaboratively | | Collaborate with others and value their contribution | Adept |
|  | Plan and Prioritise | | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Adept |
| Demonstrate Accountability | | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Intermediate |
|  | Finance | | Understand and apply financial processes to achieve value for money and minimise financial risk | Intermediate |
| Technology | | Understand and use available technologies to maximise efficiencies and effectiveness | Intermediate |
| Procurement and Contract Management | | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |

 Manage and Develop People Engage and motivate staff and develop capability Intermediate

and potential in others

Inspire Direction and Purpose Communicate goals, priorities and vision, and Intermediate

recognise achievements

Manage Reform and Change Support, promote and champion change, and Intermediate

assist others to engage with change