



Role Description

Cluster	NSW Department of Trade and Investment
	Australian Museum
Division/Branch/Unit	Development, Communications & Marketing
Location	Sydney CBD
Classification/Grade/Band	Clerk Grade 11/12
Senior Executive Work Level Standards:	
Kind of Employment	Ongoing
ANZSCO Code	
Role Number	
PCAT Code	
Date of Approval	28 August 2014
Agency Website	australianmuseum.net.au

Overview

The Australian Museum is a State Government agency which operates within the NSW Department of Trade and Investment. The Australian Museum provides access, engagement and scientific research to increase our understanding of natural history and culture, particularly of the Australasian region. The Australian Museum holds 18.5 million objects of biological, geological and cultural collections and develops programs, exhibitions and activities onsite, online and offsite.

The Australian Museum's mission is to inspire exploration, understanding and care for our world and it was founded in 1827 as the first museum in Australia. The Australian Museum is at an exciting time in its evolution with a new Director, transformational development works underway and significant plans for the future expansion of the Museum.

Primary purpose of the role

The Head of Development secures financial support for the Australian Museum from private sources including individual donors, Trusts & Foundations, bequests and members. The role leads the Development branch to deliver the Museum's donor and membership programs to increase revenues, engagement and awareness, and to enhance the Museum's brand.

Key accountabilities

- Lead the development and implementation of the Fundraising Strategy for the Australian Museum to deliver increased revenues, engagement and awareness
- Develop, implement and evaluate fundraising plans for the Museum's campaigns, projects and programs to achieve KPIs, goals and objectives
- Develop and implement membership acquisition and retention strategies to grow the Museum's membership base

- Manage events including annual fundraising gala, donor engagement and prospecting events and members events
- Manage the Development and Members teams including planning, financial management, resource allocation, team management and development, and performance management
- Develop bequest initiatives and programs and liaise with prospective donors to secure bequests
- Manage the administration and financial reporting for the Australian Museum Foundation (AMF)
- Provide support and advice to the AMF and Lizard Island Reef Research Foundation to achieve fundraising KPIs

Key challenges

- In a competitive marketplace, raise significant funds from private sources to support the Museum
- Develop effective fundraising initiatives within tight timeframes and allocated resources in a constantly changing environment

Key relationships

Who	Why
Internal	
Executive and Management Teams, Trustees of the Australian Museum, Australian Museum Foundation (AMF), and Lizard Island Reef Research Foundation (LIRFF)	<ul style="list-style-type: none"> • Provide expert advice and submit recommendations on private fundraising • Manage administration and financial reporting for AMF
Development, Communications & Marketing Division	<ul style="list-style-type: none"> • Foster alignment and collaboration within the Division • Liaise with Corporate Partnerships to ensure compatible partnerships
Other Australian Museum business units	<ul style="list-style-type: none"> • Increase buy-in and support for fundraising activities and programs • Resolve conflicting priorities and opinions
Direct and indirect reports	<ul style="list-style-type: none"> • Inspire and motivate team, provide direction and manage performance
External	
Donors, Trusts & Foundations and other Supporters	<ul style="list-style-type: none"> • Maintain and foster positive relationships • Provide information and guidance about benefits and programs
Australian Museum Members	<ul style="list-style-type: none"> • Maintain and foster positive relationships
Contractors and suppliers	<ul style="list-style-type: none"> • Negotiate and manage contracts, agencies, contractors and suppliers to ensure ROI and agreed delivery of materials and services

Role dimensions

Decision making

This role:

- Has a high level of autonomy and is fully accountable for the delivery of fundraising strategies and plans on time, within budget and to expectations in terms of quality, deliverables and KPIs
- Refers to the Associate Director decisions that require significant change to project outcomes or timeframes; are likely to escalate or create substantial or contentious precedent; require a higher administrative or financial delegation, or submission to a higher level of management
- Plans, leads and organises the Development Branch to achieve KPIs and is responsible for managing their day-to-day operations

- Contributes to the overall direction of the Australian Museum as a member of the Management Team
- Approves operating expenditure for the Branch

Reporting line

This role reports to the Associate Director, Development, Communications & Marketing

Direct reports

3 direct reports and 3–4 indirect reports, plus contractors, volunteers and interns as required

Essential requirements



- Relevant tertiary qualifications and comprehensive senior experience in managing donor, customer or client relationships
- Proven success in raising significant funds from private sources
- Excellent client service, communication, presentation, networking and relationship-building skills to communicate effectively with varied audiences from donors and Trustees to Museum members
- Outstanding project management, negotiation and analytical skills and proven ability to maintain accuracy and attention to detail while working under pressure and to meet tight deadlines
- Proven experience leading, directing and managing staff, contractors/interns/volunteers in order to achieve KPIs
- Knowledge of current policy and legislation, major trends, leading practice and external influences affecting fundraising
- Energetic, motivated and determined to overcome challenges in order to achieve goals and objectives

Capabilities for the role




The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
	Display Resilience and Courage	Advanced
	Act with Integrity	Adept
	Manage Self	Adept
	Value Diversity	Adept
	Communicate Effectively	Advanced
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Adept

NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
 Results	Deliver Results	Advanced
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Adept
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project Management	Adept
	Manage and Develop People	Adept
 People Management	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Adept
	Manage Reform and Change	Intermediate

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Advanced	<ul style="list-style-type: none"> Stay calm and act constructively in highly pressured and unpredictable environments Give frank, honest advice in the face of strong, contrary views Accept criticism of own ideas and respond in a thoughtful and considered way Welcome new challenges and persist in raising and working through novel and difficult issues Develop effective strategies and show decisiveness in dealing with emotionally charged situations, difficult and controversial issues
Personal Attributes Act with Integrity	Adept	<ul style="list-style-type: none"> Represent the organisation in an honest, ethical and professional way and encourage others to do so Demonstrate professionalism to support a culture of integrity within the team/unit Set an example for others to follow and identify and explain ethical issues Ensure that others understand the legislation and policy framework within which they operate Act to prevent and report misconduct, illegal and inappropriate behaviour

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> • Present with credibility, engage varied audiences and test levels of understanding • Translate technical and complex information concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Actively listen and encourage others to contribute inputs • Adjust style and approach to optimise outcomes • Write fluently and persuasively in a range of styles and formats
Relationships Commit to Customer Service	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering high quality customer-focused services • Understand customer perspectives and ensure responsiveness to their needs • Identify customer service needs and implement solutions • Find opportunities to co-operate with internal and external parties to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant stakeholders within the community
Results Deliver Results	Advanced	<ul style="list-style-type: none"> • Drive a culture of achievement and acknowledge input of others • Investigate and create opportunities to enhance the achievement of organisational objectives • Make sure others understand that on-time and on-budget results are required and how overall success is defined • Control output of business unit to ensure government outcomes are achieved within budget • Progress organisational priorities and ensure effective acquisition and use of resources • Seek and apply the expertise of key individuals to achieve organisational outcomes
Results Demonstrate Accountability	Adept	<ul style="list-style-type: none"> • Assess work outcomes and identify and share learnings to inform future actions • Ensure that actions of self and others are focused on achieving organisational outcomes • Exercise delegations responsibly • Understand and apply high standards of financial probity with public monies and other resources • Identify and implement safe work practices, taking a systematic risk management approach to ensure health and safety of self and others • Conduct and report on quality control audits • Identify risks to successful achievement of goals, and take appropriate steps to mitigate those risks

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Business Enablers Finance	Adept	<ul style="list-style-type: none"> • Understand core financial terminology, policies and processes, and display a knowledge of relevant recurrent and capital financial measures • Understand impacts of funding allocations on business planning and budgets, including value for money, choice between direct provision and purchase of services, and financial implications of decisions • Understand and apply financial audit, reporting and compliance obligations • Identify discrepancies or variances in financial and budget reports, and take corrective action where appropriate • Seek specialist advice and support where required • Make decisions and prepare business cases paying due regard to financial considerations
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • 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 • Prepare accurate estimates of costs and resources required for more complex projects • Communicate the project strategy and its expected benefits to others • Monitor the completion of project milestones against goals and initiate amendments where necessary • Evaluate progress and identify improvements to inform future projects
People Management Manage and Develop People	Adept	<ul style="list-style-type: none"> • Define and clearly communicate roles and responsibilities to achieve team/unit outcome • Negotiate clear performance standards and monitor progress • Develop team/unit plans that take into account team capability, strengths and opportunities for development • Provide regular constructive feedback to build on strengths and achieve results • Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way • Monitor and report on performance of team in line with established performance development frameworks