



Documentary Australia Foundation
Strategic Business and Fundraising Manager



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Background Information

Documentary Australia Foundation – the nation’s only not-for-profit that fosters social impact through documentary storytelling.



Documentary Australia Foundation (DAF) is a not for profit organisation enabling social impact documentaries to be funded and screened to inspire social change. DAF places documentary stories at the heart of social impact strategies and campaigns, surrounding the films with coalitions of partners, funders, non profits, educators, policy makers and community.

Documentary Australia Foundation adds value to its partnerships by granting approved films Deductible Gift Recipient (DGR) Status, making it possible for philanthropists to tax-effectively collaborate with filmmakers to tell stories that change lives. The Foundation provides expertise, information, guidance and resources to help each sector work together to achieve their goals and maximise their social impact

It celebrates social-documentary storytelling of excellence and provides pathways for audiences to engage with films that capture, shape and profile social issues and cultural stories.

The Foundation enables documentaries to be made and seen by diverse and targeted audiences.

Documentary makers are storytellers, and storytelling inspires change. Unlike shorter forms such as news and social media, long form documentary takes the time to build empathy more deeply, involving audiences directly and immersing them fully in the situation of others, prompting them to engage and act.

DAF has identified six priority areas that align with the Australian philanthropic community. They are working to deepen their engagement with a range of partners around these impact areas and support films that can help drive social change on these issues.

- Human Rights & Social Justice
- Environment
- Youth & Education
- Arts
- Health & Wellbeing
- Indigenous

Background Information (continued)

Funding the Documentary Australia Foundation

Documentary Australia Foundation seeks funding from a variety of sources including philanthropic donors, corporate partners and government for both operational costs and programming, as well as the films themselves. It has been successful in securing funding to date, raising some \$20m since its inception in 2008. DAF is looking to strengthen its infrastructure, ensuring its sustainability into the future. It is seeking \$1m in operational funding per year for three years, an ambitious but fundamental campaign that is to be aligned with its 10 year anniversary in 2018.

Funding priorities include:

- Developing diversified and sustainable revenue models
- Cultivating new partnerships and collaborations within each of the key issue areas
- Expanding a tailored screening program for its partners to access documentary films
- Delivering a digital upgrade including online training, resources and greater support for filmmakers, non profits and donors.
- Releasing an interactive measurement and evaluation tool for filmmakers to evaluate the social impact of their work
- Embedding documentary resources and links for the education sector assisting teachers to access documentaries for classrooms as part of the Youth and Education Program
- Continuing to select the best social impact documentaries to support
- DocYou program – encouraging a younger generation of advocates to support the work of DAF and to affect significant change
- SheDoc program – supporting female documentary film makers



Kimberley Project

Background Information (continued)

Further Information

For further information on Documentary Australia Foundation visit its home page:

<https://www.documentaryaustralia.com.au/>

To read the 2008-2016 review visit:

<https://www.documentaryaustralia.com.au/page/1116/daf-review>

To read an interview with CEO Mitzi Goldman, visit:

<http://goodpitch2australia.com.au/interview-with-mitzi-goldman-ceo-documentary-australia-foundation/>

For further information on giving to DAF visit:

<https://www.documentaryaustralia.com.au/page/68/donors>

Videos

SheDoc

<https://youtu.be/hbiLh4LjkD8>

About DAF

<https://vimeo.com/106240907>

DocYOU

<https://youtu.be/wy0rEOoQZzE>



The Role

Job Title

Strategic Business and Fundraising Manager

Location

Sydney, Australia

Reports to

CEO

Key relationships

Board members
Impact and Education Director
Communications Director
Events & Office Manager
Chief Financial Officer
External stakeholders

Purpose

The Strategic Business & Fundraising Manager is joining a small team of six and will be responsible for identifying strategic opportunities and delivering on agreed business growth targets. With a focus on growth, the incumbent will develop the organisation's business plan and take ownership and drive its implementation. Taking a collaborative approach, the postholder will integrate business development into the broader activities of Documentary Australia Foundation including developing new revenue models, maintaining existing relationships and developing new partnerships.



The Surgery Ship

Key Criteria for Success

After 12 months in post, the successful candidate will have:

- Developed and begun to implement a business development strategy, including plans for the diversification of the Foundation's current revenue streams, utilising the digital upgrade which is underway
- Put together a new fundraising plan, in line with the current campaign timeline and Case for Support, with priority to be given to the broadening of the current pipeline of donors
- Built strong working and strategic relationships with internal staff and Board members
- Met with current donors and partners, cultivating and/or soliciting philanthropic gifts and funding where appropriate



Gayby Baby

Key Responsibilities

Strategic Planning

- Develop and execute a comprehensive business development strategy (including online) for DAF to achieve set growth targets for the financial year.
- Undertake sector analysis focusing on identifying service gaps and the development of new programs in line with the strategic focus of DAF

Business/Operational Development

- Working in collaboration with the CEO, develop new revenue models including online revenue models, fees for service and corporate partnerships.
- Identify new opportunities for growth within existing DAF programs in conjunction with the Impact Director and the CEO
- Maintain and update the CRM database with effective management of donor, business and partner communication.

Fundraising

- Research and cultivate new prospects, broadening and further developing the current pipeline of donors
- Retain and further develop relationships with existing donors and partners, soliciting gifts where appropriate
- Prepare proposals for potential new donors and grant applications

Partnerships

- Identify, and develop business/corporate and non profit relationships that are aligned with the core capabilities and vision of DAF, and that support and grow the delivery of DAF programs
- Maintain and further develop existing partnerships, ensuring shared outcomes are delivered
- Strategically assess opportunities against organisational capacity, providing reports to the CEO and Board



Sydney Film Festival, SheDoc presentation

Person Specification

Experience and knowledge

Essential

- Experience in business development and/or social enterprise, ideally including online revenue models
- Knowledge of the not for profit sector
- Experience in identifying, brokering, managing and maintaining partnerships
- Experience in the cultivation and solicitation of philanthropic gifts

Desirable

- Experience and knowledge of Salesforce or similar CRM

Skills and abilities

- Excellent oral and written communication skills
- Excellent relationship management and interpersonal skills

- Efficient and organised with the ability to manage own time to achieve key outcomes
- Excellent attention to detail

Attitudes

- Interest in and engagement with key social issues, particularly those that DAF has outlined as its priority areas
- A creative thinker
- Focussed and driven
- Proactive with a high level of initiative
- Commitment to working effectively as a collaborative team member.



Australian International Documentary Conference (AIDC) Strategy Hack

Terms

To discuss salary parameters please call **Jocelyn Kelty, Director**, Richmond Associates, Australia Office.

How to Apply

Applications should include:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your latest salary, notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with **Jocelyn Kelty, Director**, Richmond Associates, Australia Office.

Interviews with Documentary Australia Foundation are scheduled to take place on **11 December 2017**.

**CLOSING DATE FOR
APPLICATIONS IS FRIDAY
1ST DECEMBER 2017**

Please send your application to Deann Stevens, Business Support Administrator, Richmond Associates, Australia Office:

By email: dstevens@richmond-associates.com

Tel: +61 2 8218 2185