

Position Description

**Business Development and Marketing Manager**

**Line Manager:** Chief Executive Officer

**Status:** 0.6 EFT (12 Month contract with possibility of extension)

<b>Direct Reports:</b>	Volunteers & Interns (as appropriate)
------------------------	---------------------------------------

**Review Date:** 30<sup>th</sup> June 2019

**Organisation Overview & Purpose:**

Are you passionate about engaging the Australian public in saving lives from one of our closest neighbours - East Timor? Do you have a developed network and are excited about the challenge of helping take an emerging organization to the next level?

Our community is made up of people passionate about East Timor and improving heart health. The incumbent will be excited, versatile and committed to engaging community, corporates, and major donors in different ways to maximise investment in the work of East Timor Hearts Fund.

East Timor Hearts Fund (ETHF) is Australia's only medical NGO dedicated to providing life-saving heart surgery in Australia for young people from Timor-Leste (East Timor), as well as heart-health research, prevention, and education projects.

**Position Purpose:**

Reporting to the Chief Executive Officer, the Business Development and Marketing Manager is supported by a small and dynamic group of volunteers across the organisation. The role is responsible for community, corporate and major donor engagement in telling the ETHF story – We Mend Broken Hearts in generating much needed resources to continue our life saving work.

**Key Responsibilities:**

1. Develop a network of major donors using methods to engage and inspire people about the work of East Timor Hearts Fund.
2. Grow and develop mid-level donors and be primary point of contact in building their commitment to our work.

- 
3. Develop high value corporate and major donor contacts and pitches.
  4. Develop concepts for funding proposals to trusts and foundations as well as engagement with them
  5. Support and manage other fundraising campaigns and initiatives, where required including marketing collateral.

**Key Selection Criteria:**

The ideal candidate will be able to demonstrate:

- a. Appropriate experience (minimum 5 years) in an engagement or business development role.
- b. Have experience in major gift or corporate fundraising.
- c. Have a developed network of high networth individuals.
- d. Have experience in engagement and developing pitches for corporates, trusts, foundations and major donors.
- e. Adaptable, creative and positive in supporting a small volunteer organization build resources to take it to the next level.
- f. Experience in developing marketing collateral particularly targeted at corporate and high value donors.
- g. Excellent interpersonal and written and verbal communication skills.
- h. Experience in heart health and/or East Timor (preferred but not essential).
- i. Experience in managing websites and donor databases (preferred but not essential)