

POSITION DESCRIPTION

Fundraising and Partnerships Manager

Role	Fundraising and Partnerships Manager
Reporting to	Executive Director Strategic Relationships and Advocacy
Direct Reports	Nil
Employment Fraction (FTE)	1.0
Award & Classification Level	Awar Free
Location	Hybrid working from home and at Mental Health First Aid International Head Office, Melbourne CBD or fully remote work if based outside of Victoria

1. Our organisation

Mental Health First Aid International Ltd (t/a MHFA Australia, MHFAI) is a global health promotion charity dedicated to the provision of evidence-based and informed education programs that increase mental health literacy, reduce stigma, and help people develop the skills they need to encourage people to seek professional help.

We support a global movement across more than 50 countries of organisations dedicated to prevention and early intervention to reduce the impact of psychological distress and mental health problems in families, communities, educational settings, and workplaces.

We exist to change and save lives every day.

2. Function and Team Overview

2.1 Function overview

The Strategic Relationships and Advocacy (SRA) portfolio works to strengthen partnerships and collaboration, increase fundraising and philanthropy, expand program impact and reach, and advocate for the inclusion of Mental Health First Aid (MHFA) in government policies, strategies, and funding. This directorate oversees the communications, business development, fundraising, partnerships and government relations functions to drive MHFA International's strategic influence and sector engagement. As well as being an internal service supporting the organisational pillars, SRA's key lead areas include: national and international summits, gala dinner, World Mental Health First Aid Day, MHFAider Network

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(including the exclusive MHFA Champions Hub), MHFAider Advisory Group, and MHFA Workplace Recognition Program.

2.2 Team Overview

Fundraising and Partnerships is a new function within the Strategic Relationships and Advocacy (SRA) directorate, sitting alongside the Communications and Business Development teams.

The Fundraising and Partnerships function focuses on growing and managing strategic opportunities that diversify and strengthen MHFA International's revenue base – building a sustainable pipeline of philanthropic, corporate and government funding opportunities to grow revenue beyond core training delivery.

Central to MHFA International's financial sustainability and growth, the function works closely with the Communications and Business Development teams to strengthen the organisation's capacity to scale its reach, influence and impact across Australia and internationally.

3. Position Overview

Supporting the SRA Executive Director and working in collaboration with the Communications Manager and Business Development Manager, the **Fundraising and Partnerships Manager** is responsible for leading philanthropic growth, developing and maintaining strong relationships with donors and corporate partners, and collaborating with stakeholders to deliver sustainable funding. Results-driven, this position requires a strong knowledge of fundraising methodologies, donor retention strategies, Government grant systems, policy, and the ability to negotiate and influence across peak body agencies, philanthropic trusts, community groups, and corporate settings.

This position will lead the growth of funding for MHFA training through the development and influencing of key relationships within the community, corporate, and government sectors. The Fundraising and Partnerships Manager will form close, collaborative working relationships with all staff across the organisation as well as our partners, suppliers, Instructors, and external stakeholders. They will work strategically and operationally, collaborating closely with commercial contracts, grants, and the international secretariat.

The role covers a number of areas, including but not limited to:

Fundraising and Philanthropic Development

- **Lead and implement** MHFA International's fundraising strategies to diversify and scale revenue streams to fuel the organisation's growth, including but not limited to individual, digital, workplace and philanthropic giving.

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- **Set ambitious goals and build the long-term plans** to achieve sustainable funding growth and impact.
- **Track, identify, and grow** a high-value pipeline of donor, trust, and foundation opportunities, supported by data analytics, high-level research, and networking.
- **Pursue and nurture donor leads**, moving them seamlessly through the donor journey from cultivation to stewardship.
- **Identify new organisations** and philanthropic contacts to drive and grow donor acquisition and engagement initiatives.
- **Research, plan, and implement** new target-market fundraising initiatives and giving campaigns.
- **Develop and implement** a toolkit of financial techniques to monitor, forecast, and improve fundraising revenue to achieve organisational goals.
- **Coordinate and oversee** the development of high-quality grant proposals and philanthropic pitches using a multi-disciplinary approach.
- **Work with relevant teams** to create funding proposals, including budgeting, impact reporting, and project timelines.
- **Develop internal standards and processes** that make fundraising efficient, donor-centred and compliant with Australian Charities and Not-for-Profits Commission governance standards, relevant state and territory fundraising licensing requirements, and the Fundraising Institute Australia (FIA) Code of Practice.
- **Track and report** on the status of proposal components and grant acquittals.
- **Prepare financial projections**, fundraising targets, and return-on-investment (ROI) reports.
- **Develop strategies to present** complex business and impact ideas to small and large prospective philanthropic partners.
- **Own sponsorship and fundraising strategies** for flagship SRA events, including the annual gala dinner and national and international summits, in collaboration with the Communications Manager.
- **Represent the organisation** in public speaking events, donor galas, and forums related to community, corporate, and workplace settings as required.
- **Prepare comprehensive fundraising reports** and impact analytics for the CEO, Executive Team, and Board.

Corporate Partnerships and Government Relations

- **Develop and lead** key corporate stakeholder relationships and mutually beneficial partnerships that reflect MHFA International's vision and principles.
- **Build and grow a high-value pipeline** of corporate partnership opportunities across industry bodies and corporate sectors, expanding awareness and funding for strategic priorities.
- **Support the Executive Director** with Government relations and engagement (political and bureaucracy) to secure funding, build awareness of our impact, and unlock grant opportunities (Federal, State, and Territories).
- **Monitor Federal, State and Territory budget cycles**, funding rounds and policy consultations, and prepare pre-budget submissions and consultation responses in collaboration with the Executive Director.

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- **Maximise current corporate partnerships** while identifying new opportunities within key industry bodies and corporate sectors to expand awareness and funding for core course delivery.
- **Negotiate, support, and prepare** the development of partnership agreements and Memorandums of Understanding (MoUs).
- **Invest in strategic links** and dialogue with key industry groups and business networks that contribute to achieving engagement and funding objectives.
- **Develop and lead** strategic partnerships to support sustainable funding, corporate social responsibility (CSR) alignments, and organisational growth.
- **Attend exhibitions, conferences, and industry events** (nationally and internationally) in line with our partnerships and strategic initiatives.
- **Develop and deliver** high-impact pitches and presentations to prospective corporate partners, sponsors, and industry stakeholders.

4. Key Selection Criteria

Qualifications

1. Relevant tertiary qualification (Business Management, Philanthropy/Fundraising, Community Development, Marketing, or Communications).
2. Minimum of 5 years demonstrated senior experience in Fundraising, Philanthropy, Corporate Partnerships, and Stakeholder Relations.

Essential Skills and Knowledge

1. Demonstrated skills and experience managing, securing, and retaining diverse, high-value donor and corporate relationships that achieve fundraising objectives.
2. Proven ability to understand the varying needs, interests, and motivations of philanthropic trusts, corporate partners, and institutional donors to create sustainable relationships.
3. Ability to develop highly effective working relationships by building credibility, respect, and rapport with philanthropic leaders, corporate executives, and board members.
4. Proven ability to build and manage relationships with diverse stakeholders to meet fundraising goals, including corporate sectors, government bodies, and community organisations.
5. Demonstrated experience participating in roundtable discussions, network forums, and pitch presentations with high-net-worth individuals and major decision-makers.
6. Demonstrated experience managing funding agreements, grant compliance, and corporate partnership contracts.
7. Excellent communication skills (both written and verbal), with an ability to draft compelling funding proposals, case-for-support documents, and impact reports for diverse stakeholders.
8. Demonstrated experience in public speaking, pitching, and presenting to prospective partners and large groups.

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9. Demonstrated ability to work independently, show initiative, remain highly organised under pressure, and manage multiple fundraising initiatives simultaneously.
10. Demonstrated attention to detail, financial accuracy, and data-driven pipeline management.
11. High level of general computer literacy (Web, social media, Excel, Word, PowerPoint, O365, Mac OS, and Fundraising/CRM Databases).

Desirable Skills and Knowledge

1. Experience and/or knowledge in the health sector, mental health and/or suicide prevention sector
2. Demonstrated understanding of government funding and budget processes, policy development, and engagement with Ministers, advisers and departments.

5. Guiding Principles

Acknowledgments

MHFAI recognises Aboriginal and Torres Strait Islander Peoples as the Traditional Owners and Custodians of Australia. We acknowledge and pay respect to Aboriginal and Torres Strait Islander Peoples as the world's oldest living culture and embrace their continued connection to land, waters and community. We pay our deepest respect to all Aboriginal and Torres Strait Islander Elders past, present and emerging.

MHFAI acknowledges people with lived and living experience of mental health problems and suicidality, their loved ones and those who care and support them. With diverse identities, challenges and life experiences, we recognise that each journey is unique and invaluable.

How the role is performed is just as important as what is included in the role. The role is guided by our values and behaviours and adheres to our Guiding Principles.

Our Principles

We live, demonstrate and ensure consistency with our principles of agility, collaboration, equity, integrity and respect.

Health and Safety

Actively contribute to health and safety at MHFAI by being aware of health and safety policies and procedures and consciously applying these every day to ensure the health and safety of our workplace.

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Quality Assurance Compliance

As part of your role with MHFAI you are required to actively support and uphold our commitment to quality as defined by our organisation's standards.

Key responsibilities include:

1. Quality Compliance and Standards Adherence
2. Commitment to Continuous Improvement
3. Client-Centred Quality Assurance
4. Accountability and Ownership of Quality

6. Employment Conditions

The below are conditions of employment for all roles.

- Demonstration of a non-stigmatising attitude towards mental illness.
- An understanding of, and an interest in, mental health issues. Familiarity with mental health terminology, and a willingness to complete a Mental Health First Aid course.
- A full unrestricted Australian work permit or visa.
- A National Police Check is required to be obtained upon appointment to MHFAI and every three years thereafter.
- Working with Children's Check required.

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ACCEPTANCE OF POSITION DESCRIPTION

This position description may be subject to change as the organisational policies, procedures and plans are reviewed and updated over time.

As the incumbent for this position, I have received a copy of the Position Description and have read and understood its contents and agree to work in accordance with the requirements of the position.

I understand and accept that I must also comply with the policies, procedures, guidelines, and systems of Mental Health First Aid International Ltd.

Employee Name:

Employee Signature:

Manager's Name:

Manager's Signature:

Date:

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. The aspects mentioned in this document may be altered in accordance with the changing requirements of the role.