

Position Description

POSITION:	Major Gifts Lead
REPORTS TO:	Head of Fundraising
DATE CREATED:	September 2025

ORGANISATIONAL ENVIRONMENT

MCM (Melbourne City Mission) is a leading community services organisation that innovatively works alongside thousands of Victorians and their communities to overcome barriers, providing a broad range of support in Homelessness, Family Services, Disability, Early Childhood Intervention Services, Palliative Care, Education and Mental Health service areas.

With deep experience working with communities experiencing disadvantage, MCM advocates for systemic change, working across all sectors to sustainably disrupt such disadvantage.

Since 1854, MCM has been striving for those experiencing disadvantage to live their life, their way.

DIVERSITY, EQUITY OF ACCESS, AND INCLUSION

MCM is committed to inclusion, equity of access and diversity. We know that diversity helps us to innovate and make the biggest impact possible. Our DEI Strategy On for Inclusion supports and drives an inclusive workplace culture. We recognise that many people continue to face systemic barriers within an employment context, particularly those from First Nations, culturally and linguistically diverse, disability and LGBTIQ+ communities. We are committed to inclusivity and want to continue to learn from and grow our diverse workplace culture. This includes supporting your individual employment needs wherever reasonably possible.

POSITION CONTEXT

The Major Gifts Lead reports to the Head of Fundraising, and is a key member of MCM's Philanthropy, Partnerships & Brand team.

Aligning with MCM's 5-year Strategic Plan Goal of 'Deliver', the role contributes a significant increase to fundraising income.

The position is hybrid and based at the South Melbourne office, with frequent external meetings with supporters expected.

POSITION PURPOSE

The role is focused on income generation through proactive supporter engagement and solicitation, with a strong emphasis on 'making the ask'. It is responsible for growing and managing a portfolio of high-value individual givers, securing significant philanthropic support through major gifts, gifts in wills, and other individual giving opportunities.

Position Description

The Major Gifts Lead drives revenue growth by cultivating meaningful relationships and converting supporter interest into impactful financial contributions to achieve MCM's ambitious income budgets. This position operates at the Self Leadership level in the MCM Leadership Capability Framework.

POSITION DUTIES AND RESPONSIBILITIES

The Major Gifts Lead is responsible for identifying, cultivating, and soliciting mid-value and major gifts from individuals. In addition, the role will manage a gifts-in-will program, to deliver a pipeline of future income, using a moves management model.

The role requires exceptional interpersonal skills, a deep understanding of MCM's mission, and a passion for philanthropy.

Key Responsibilities – may include but are not limited to the following:

- Prospect identification: Research and identify potential major givers who align with MCM's mission and have the capacity to make significant gifts.
- Relationship building: Cultivate strong relationships with prospective and current major givers through personalised communication, meetings, and events.
- Gift solicitation: Approach qualified supporters to request major gifts, effectively articulating MCM's mission, impact, and fundraising needs.
- Donor stewardship: Nurture relationships with supporters after they have made a gift, ensuring their continued engagement and satisfaction.
- Portfolio management: Manage a portfolio of mid-value, major givers, and bequestors, tracking their giving history, interests, and communication preferences.
- Manage and/or participate in other duties and responsibilities as requested by the Head of Fundraising.

Generic and Compliance Responsibilities

- Work as a constructive team member, including building and maintaining positive interpersonal relationships.
- Apply the Organisational Commitments and Requirements (detailed below), including Child Safety and Safety of Vulnerable People, Workplace Health and Safety, Operational Accountability, Diversity, Equity of Access and Inclusion, and Position Description Maintenance.
- If approved to work from home, comply with all the requirements in the MCM Working from Home Workstation Self-assessment Checklist.
- Demonstrate MCM's Values (detailed below).
- Ensure services are delivered within the framework of MCM's policies and procedures, legislative requirements, relevant service standards, and MCM's Code of Conduct, and MCM's Values.
- Comply with MCM's Employment Safety Screening Procedure.
- Perform other duties and responsibilities within the scope of the employee's skills, competence and training as directed by a person in any more senior role within MCM.

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KEY SELECTION CRITERIA

Essential Criteria

- Minimum of five years' experience in a relationship fundraising or account management role
- Proven track record of successfully soliciting major gifts, and/or gifts in wills
- Strong interpersonal skills and ability to build rapport with individuals from diverse backgrounds
- Excellent written and verbal communication skills
- Proficient use of IT tools and applications, including Microsoft 365 suite
- Competent use of donor databases and CRM systems
- Access to and willingness to use own vehicle and holder of a current Victorian Driver Licence

Essential Safety Screening Requirements

- Proof of Identity Check
- National Police check
- Current Victorian Working with Children Check (Employee)
- Current Victorian Drivers Licence
- Right to work in Australia

Desirable:

- Certification in fundraising or philanthropy
- Experience applying AI in a fundraising context

POSITION AUTHORITIES

Number of Reports

Direct Reports				Indirect Reports			
Number:	0	FTE:		Number:	0	FTE:	
List Teams / Positions				List Teams / Positions			

Expenditure

Operating:	NIL	Capital:	NIL
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Position Description

KEY RELATIONSHIPS

This position may have relationships with a diverse range of MCM employees, external service providers, organisations and stakeholders within the community, with the view to providing the most appropriate and effective services and supports to the people they support. Examples include:

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| Internal Relationships | • Head of Fundraising |
| | • Donor Database & Insights Manager |
| | • Database and Supporter Care Coordinator |
| | • GM Philanthropy, Partnerships & Brand |
| | • Communications & Marketing Team |
| External Relationships | • Existing financial supporters |
| | • Prospective financial supporters |
| | • Prospective bequestors |

OUR VALUES

Employees are expected to commit to and demonstrate MCM's values:

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| Together | We are inclusive and accepting of difference |
| | We work in highly effective teams and our people are connected across our organisation |
| | We engage proactively with others to deliver outcomes |

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| Courageous | We speak up constructively in line with our convictions |
| | We pursue our goals with determination |
| | We are passionate about our advocacy role |

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| Curious | We are inquisitive and ask why |
| | We challenge the status quo |
| | We actively explore the alternatives |

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| Open | We are transparent and have genuine, honest interactions |
| | We listen and hear people's voices |
| | We value and respect the autonomy of clients |
| | We trust one another |

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| Accountable | We act safely in all our interactions |
| | We manage within our financial and resource boundaries |
| | We own our outcomes and decisions |
| | We are proud of the work that we do |

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ORGANISATIONAL REQUIREMENTS AND COMMITMENTS

Child Safety & Safety of Vulnerable People

MCM is a Child Safe Organisation, committed to the safety and wellbeing of children, young people, people with disability, and other vulnerable people. We have zero tolerance of abuse and neglect of all vulnerable people. MCM is committed to providing a safe environment in which children and vulnerable people are protected from violence, abuse and neglect. All employees must:

- Comply with the Child Safe Standards at all times.
- Maintain a safe environment in which children and vulnerable people are safe at all times.
- Actively prevent, and immediately report to MCM, any violence, abuse or neglect of any child or vulnerable person.

Workplace Health & Safety

MCM's has zero tolerance for compromised worker safety. We endeavour to provide a working environment that is safe for all employees and people who use our services. As an employer, MCM adheres to Occupational Health & Safety regulations. All employees must:

- Comply with all MCM policies related to Occupational Health and Safety in the workplace.
- Take reasonable care of their own health and safety, and the health and safety of their colleagues, service users, and others who may be affected by the employee's acts or omissions in the workplace.
- Immediately report to MCM any hazards or incidents.

Code of Conduct and Operational Accountability

MCM is committed to operating efficiently and ethically, and remaining operationally and financially sustainable. All employees must:

- Operate within the requirements of MCM's accreditations, registrations, policies and procedures, Code of Conduct, and regulatory guidelines.

Position Description Maintenance

Position descriptions change over time, due to a wide range of organisational, technological, financial, geographical, service, systemic, legal, and individual factors. All employees must:

- Maintain position description currency by communicating, discussing and documenting necessary changes, and considering consistencies and relativities with other like-positions.
- Ensure compliance with position description, management of change, and consultation requirements in the relevant Awards and Enterprise Agreements.
- Use correct processes to apply for changes related to individual circumstances, for example, reasonable adjustments for disability, flexible working arrangements for care responsibilities, rehabilitation to work following injury, ill health or medical procedure, or transition to retirement.