

## JOB DESCRIPTION

<b>Programme Name</b>	Corporate Services
<b>Section</b>	Partnerships
<b>Reports to</b>	Chief Operating Officer

<b>Job Title</b>	Deputy Director/Director, Partnerships & Strategic Communications
<b>Job Category</b>	Head of Department
<b>Function</b>	General Management

### GENERAL SUMMARY

Responsible for leading the fundraising and partnerships team including development of strategy and policies, developing partnerships with external stakeholders to create support for the work of HCSA Community Services, and establishment of systems to support the function.

### DUTIES AND RESPONSIBILITIES

#### Fundraising

- Develop fundraising and partnerships strategies to meet fundraising targets to support the work of HCSA including donor acquisition, engagement and retention
- Generate income under clear KPIs by developing and continuously adapting the fundraising strategy for HCSA
- Develop high-impact and innovative donor acquisition campaigns and recruitment drives to drive growth
- Explore and execute diverse fundraising channels and streams for new donor acquisition
- Establish and implement tracking procedures for each fundraising program/channel and ensure that fundraising targets are met
- Provide opportunities and recommend innovative use of digital / new media activities for donor acquisition to ensure diversification targets are met
- Responsible for donor retention with relationship management of individual donors, including a donor retention programme to maintain donor loyalty and conversion
- Maintain a CRM system for donor database for HCSA and update individual donor information as needed

- Develop new and creative corporate products and marketing strategies to engage corporate partnerships for fundraising and donor acquisition purposes
- Perform other duties as required

#### Brand & Communications

- Strategise and execute key marketing plans and tactics including the running of fundraising campaigns leading to increased awareness and donations.
- Development of overall brand & communications plan and strategy for fundraising campaigns and for stakeholders' engagement.

#### Management, Financial and Administrative Responsibilities

- Prepare annual income and expenditure fundraising budgets for approval
- Record, monitor and report financial progress
- Ensure up-to-date maintenance of database, prepare necessary reports, monitor income and expenditure
- Provide leadership and management over fundraising and partnerships team

#### Others

- Any other responsibilities as assigned

### **QUALIFICATIONS**

#### Education and Experience

1. Degree/Diploma or with at least 6 - 8 years' proven experience and track record in fundraising or similar capacity (e.g. sales, marketing etc)
2. Supervisory experience of at least 5 years
3. Marketing or Business or relevant degree an advantage
4. Experience in leading teams towards high performance
5. Able to establish, map and execute sales/fundraising action plans, in line with fundraising targets and objectives
6. Knowledge of customer acquisition frameworks and strategies
7. Independent, organised, meticulous, analytical and creative with good problem-solving skills
8. Excellent oral, written communication and interpersonal skills

#### Other Requirements

1. A people person who recognises the importance of building rapport when communicating
2. Able to anticipate donors' needs by observing verbal and non-verbal cues

3. Leadership skills, committed, resilient, and can-do attitude, people-oriented and a team player
4. Able to juggle multiple projects and work under pressure to meet deadlines and targets
5. Aware of evolving technologies and willingness to use these platforms
6. Goal-oriented – able to set and achieve challenging goals

## COMPETENCIES

### Technical Skills Competencies

	TSC Name	TSC Description	TSC Proficiency Description
1	<b>Collaborative Practices Across Disciplines and Sectors</b>	Understand services, contributions and perspectives from other organisations, settings, disciplines and professionals, and apply integrated approaches to deliver interventions to clients	<Level 6> Drive collaborative practices in the sector to provide integrated approaches in interventions to clients
2	<b>Diversity Awareness and Management</b>	Apply awareness and sensitivity in working professionally with diverse individuals, groups and communities	<Level 5> Drive an organisational culture that promotes diversity and inclusion in all aspects of professional practice  <Level 6> Advocate for changes to policies, professional practice and services at the national level that promotes diversity and inclusion
3	<b>Ethics, Values and Legislation</b>	Apply conduct, ethics, values and relevant legislation to uphold the integrity and reputation of the organisation and the profession	<Level 6> Drive legal and ethical accountability and responsibility in operations and governance within the organisation or sector
4	<b>Social Sector Policy Influence</b>	Understand policies applicable in the social sector as well as the process of policy development and influence their development and implementation	<Level 5> Engage stakeholders and government officials to initiate policy change in the social sector
5	<b>Stakeholder Management</b>	Plan and implement strategies to build and manage constructive and positive relationships with stakeholders	<Level 6> Formulate new strategic partnerships and lead negotiations to achieve key organisational and cross-sector goals by balancing needs of all stakeholders

6	<b>Trends Evaluation and Application</b>	Keep abreast of current developments and trends, and apply domain knowledge to trends within the social sector	<Level 6> Drive research and identification of emerging trends for implications to social service delivery
7	<b>Sponsorship Management</b>	Identify sponsorship requirements and organise activities according to sponsorship agreements and financial parameters	<Level 5> Set targets for sponsorship based on financial parameters of activities, determine potential sponsors based on sponsor appeal and nature of activities and discuss and negotiate additional opportunities with sponsors
8	<b>Fundraising and Sponsorships</b>	Secure financial means and strategic partnerships to support company's operations to the beneficiaries	<Level 6> Build strategic partnerships with potential sponsors to create avenues for financing production operations
9	<b>Advocacy and Representation</b>	Advance the interests of the marginalised and/or vulnerable within the community regardless of mode of delivery	<Level 6> Influence and contribute to policy development in the context of changing social and economic environments
10	<b>Change Management</b>	Initiate and facilitate organisational changes and business transformation initiatives	<Level 6> Chart overall organisational transformation directions and formulate strategies to enable effective stakeholder buy-in and change management processes
11	<b>People Management</b>	Manage the recruitment, performance and development of staff	<Level 6> Drive talent management strategy and succession planning for the department
12	<b>Strategic Planning</b>	Analyse and interpret the environment and develop department and organisation strategies and policies, in consultation with relevant stakeholders	<Level 5> Drive strategies and policies that are forward looking and focus on impact and sustainability
13	<b>Strategic Implementation</b>	Develop implementation plans to achieve organisation and department strategies and goals	<Level 5> Lead the strategy implementation for the department that anticipates risk and its critical impact
14	<b>Risk Management</b>	Oversee compliance to policies, frameworks and procedures in the department to ensure the integrity of operations and manage risks	<Level 6> Articulate risk management philosophy and define risk appetite statements based on established organisational

			strategic objectives, processes, internal capabilities and external environment
15	<b>Department Performance Management</b>	Develop, implement and review department performance systems to meet strategic plans and objectives by establishing Key Performance Indicators (KPIs), tracking progress and addressing gaps	<Level 6> Review department guidelines for performance systems according to organisational mission, vision and objectives
16	<b>Manpower Planning</b>	Plan and manage short and long-term manpower resources to ensure optimisation of resources and sustainability of business operations.	<Level 5> Lead the development, implementation and review of manpower and resourcing strategies within the team
17	<b>Finance Management</b>	Advance the interests of the marginalised and/or vulnerable within the community regardless of mode of delivery	<Level 4> Facilitate the management of the organisation's financial performance and financial risk management

### Critical Core Skills

	<b>CCS Name</b>	<b>CCS Description</b>	<b>CCS Proficiency Description</b>
1	<b>Sense Making</b>	Generate effective and efficient solutions to solve problems and capitalise on new opportunities	<Advanced> Evaluate relationships, patterns and trends to inform actions and generate wider insights
2	<b>Transdisciplinary Thinking</b>	Apply concepts from multiple disciplines, and synthesise different areas of knowledge and insights to guide decisions, foster cooperation and drive continuous improvement	<Intermediate> Identify opportunities for transdisciplinary collaboration and knowledge transfer to facilitate the integration of knowledge from different disciplines
3	<b>Influence</b>	Influence behaviours, beliefs or attitudes in order to achieve desired outcomes and solutions	<Advanced> Build consensus with stakeholders to achieve desired outcomes on matters of strategic importance
4	<b>Communication</b>	Convey and exchange thoughts, ideas and information effectively through various mediums and approaches	<Advanced> Synthesise information and inputs to communicate an overarching storyline to multiple stakeholders
5	<b>Developing People</b>	Empower others to learn and develop their capabilities to enhance their performance and achieve personal or professional	<Advanced> Foster a conducive environment to enable employees' professional and

		goals	personal development, in alignment with the organisation's objectives and goals
6	<b>Global Perspective</b>	Operate in cross-cultural environments, demonstrating an awareness of the wider global context and markets to identify potential opportunities and risks	<Advanced> Lead the resolution of the challenges of operating in a cross-cultural environment and build the organisation's capabilities to compete in a global environment
7	<b>Collaboration</b>	Manage relationships and work collaboratively and effectively with others to achieve goals	<Advanced> Create a cooperative working environment which enables the achievement of goals