



## FUNDRAISING & PARTNERSHIPS MANAGER

Reporting to the Chief Executive Officer, the **Fundraising & Partnerships Manager** is an integral part of the WLSWA leadership team. The **Fundraising & Partnerships Manager** plays a vital role in ensuring financial sustainability and driving growth for **Women's Legal Service WA**. This position is responsible for developing and implementing strategic fundraising initiatives, cultivating and managing key donor and corporate relationships, and identifying new revenue opportunities.

POSITION NAME	Fundraising & Partnerships Manager
SALARY LEVEL	\$115,500 - \$125,000 pro rata, depending on skills and experiences
REPORTS TO	Chief Executive Officer
CLASSIFICATION OR TYPE OF EMPLOYMENT	Project employee - subject to funding
HOURS	3 days per week, with flexible working options
DATE CREATED	April 2025

### ABOUT WOMEN'S LEGAL SERVICE WA

WLSWA is the only gender specific community legal centre in WA, delivering services to women who are financially disadvantaged, and who live with multiple vulnerabilities that creates other barriers to accessing justice. Socio-legal assistance is tailored to ensure continuity in support and mitigate re-traumatising clients. As a specialist legal service, WLSWA works alongside and compliments generalist community legal centre work. WLSWA also promotes women's human rights to be upheld and fosters legal and social change through a range of strategic activities, including law and policy reform.

### POSITION OVERVIEW

WLSWA is on a growth trajectory, informed by an ambitious strategic plan. As a critical member of the leadership team, the Fundraising & Partnerships Manager will work closely with the Chief Executive Officer and Engagement Committee and oversee our partnerships and fundraising strategy. The Manager will be responsible orchestrating a strong marketing program and fundraising strategy. This will include enhancing the profile and awareness of the Women's Legal

---

Service WA brand, and the development and execution of a fundraising plan that contributes to ensuring the ongoing sustainability of the organisation.

---

## **DUTIES**

### **FUNDRAISING & STAKEHOLDER ENGAGEMENT**

- ✚ Lead and manage the development and implementation of WLSWA's fundraising strategy in line with strategic and social media plans and in collaboration with the CEO and Engagement Committee
- ✚ Undertake research to identify new avenues of potential funding, including contacting prospective donors to build relationships
- ✚ Maintain engagement with existing donors
- ✚ Provide guidance and leadership on events, community, and individual giving fundraising
- ✚ Co-ordination of WLSWA fundraising and engagement events and activities
- ✚ Assist in the delivery of other events and projects as requested.
- ✚ Increase income generation by identifying and developing other new revenue streams

### **COMMUNICATIONS & MARKETING**

- ✚ Design a communication strategy to showcase WLSWA's credentials and achievements, in collaboration with the CEO and Engagement Committee
- ✚ Identify and build the unique WLSWA identities from the different WLSWA 'voices' perspectives
- ✚ Oversee the production and distribution of marketing and communication materials needed to support the strategy
- ✚ Increase awareness of WLSWA across key partnership and fundraising stakeholder groups
- ✚ Establish and maintain excellent working relationships with key external stakeholders, including sector peers and funding contract managers.
- ✚ Support the ongoing maintenance and enhancement of the Centre's website by contributing to content and monitoring website performance
- ✚ Work with legal practices and specialist programs within WLSWA to develop and deliver communications and/or campaigns

### **ORGANISATION**

- ✚ Understand and communicate the organisation's purpose, direction and values
- ✚ Support the ongoing quality improvement, strategic growth and sustainability of the organisation
- ✚ Work with the finance team to maintain records and coordinating the allocation of donations with the finance team
- ✚ Grant writing and reporting, as required
- ✚ Assist recruiting and inducting team members and volunteers to assist with partnership and fundraising activities, as needed
- ✚ Contribute to a continual improvement culture in the organisation that monitors, manages and aligns to key performance outcomes

---

**SELECTION  
CRITERIA**

**SKILLS, ATTRIBUTES AND EXPERIENCE**

- ✚ A relevant tertiary qualification in communications, media studies, public relations, marketing, journalism, or equivalent experience
- ✚ Considerable experience designing communications and marketing to increase brand recognition and increase supporters
- ✚ Proven success in fundraising, project management, and initiatives to achieve financial targets to deliver outcomes
- ✚ Excellent speaking, presentation, written and interpersonal communication skills
- ✚ Creativity and innovative approach to identify and act upon opportunities
- ✚ Results driven, dynamic and strategic ability to produce results.
- ✚ Self-motivated with the ability to manage, plan, organise and set priorities for own work, and undertake this work independently
- ✚ Demonstrated commitment to WLSWA values and vision, including understanding of gendered inequality and other drivers that create barriers to women's access to justice
- ✚ Passionate about advancing the interests of women, reducing gender inequality, and empowering women

**HIGHLY DESIRABLE**

- ✚ Demonstrated experience in developing social justice media or digital campaigns
- ✚ Knowledge of the causes and consequences of family, domestic and sexual violence
- ✚ An understanding of the cultural and safety needs of Aboriginal and Torres Strait Islander women and of women from culturally and linguistically diverse background
- ✚ Experience and success in grant submission writing and acquittal reporting
- ✚ Experience in the non-profit sector