



# PROGRAM MANAGER, EVENT FUNDRAISING

Strategic Marketing & Fundraising

<b>Job Title:</b>	Program Manager, Events Marketing & Fundraising
<b>Department:</b>	Strategic Marketing & Fundraising
<b>Reports to:</b>	Manager, Event Marketing & Fundraising
<b>Position Purpose:</b>	Manage implementation of event marketing & fundraising strategies to meet income budgets
<b>Responsible For:</b>	<ul style="list-style-type: none"><li>• Development of plans to deliver the event marketing and fundraising strategies</li><li>• Management of staff to deliver campaign tactics</li><li>• Coordination of stakeholders to deliver strategies and plans</li></ul>
<b>Key Challenges:</b>	<ul style="list-style-type: none"><li>• Cross department and external stakeholder coordination</li><li>• Aligning strategy and plans to respond to market competition</li><li>• Managing competing priorities across multiple events and campaigns</li></ul>
<b>Key Result Areas:</b>	<ul style="list-style-type: none"><li>• Event marketing and fundraising plans delivered successfully</li><li>• Team managed and supported to deliver plans</li><li>• Stakeholders managed to support delivery of plans</li><li>• Adhere to process and provision of administration support</li><li>• Adhere to the MS Values</li></ul>

## A. ORGANISATION DIMENSIONS

SENIOR MANAGER, EVENTS STRATEGY & OPERATIONS

MANAGER, EVENT MARKETING & FUNDRAISING

PROGRAM MANAGER, EVENT FUNDRAISING



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<b>Position Dimensions:</b>	
<b>Budget:</b>	\$7.5 million
<b>Staff Numbers:</b>	5
<b>Geographical Spread/Breadth:</b>	NSW, VIC, ACT & TAS
<b>Other:</b>	Interstate travel will be required. Requirement to be available to support events on some evenings and weekends.
<b>Mandatory Training Requirements:</b>	Privacy policy Communications policy Salesforce training Donor Drive training

## B. JOB REQUIREMENTS

<b>Key Result Area 1</b>	<b>Event marketing and fundraising plans delivered successfully</b>	
<b>Key Tasks:</b>	<b>Job holder is successful when:</b>	
Develop event marketing and fundraising plans to align with strategy	Event marketing and fundraising plans documented	
Project manage implementation of event marketing and fundraising plans	Event marketing and fundraising plans is executed	
Report and evaluate event marketing and fundraising plans	All reports and evaluations completed	

<b>Key Result Area 2</b>	<b>Team managed and supported to deliver plans</b>	
<b>Key Tasks:</b>	<b>Job holder is successful when:</b>	
Consult with team to utilise expertise in creation of event marketing and fundraising plans	Team consulted	



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Provide clear direction and leadership to ensure team can successfully deliver event marketing and fundraising plans	Event marketing and fundraising plans delivered
Manage &/or elevate issue affecting delivery of plans	All issues and solutions managed

Key Result Area 3	Stakeholders managed to support delivery of plans
<b>Key Tasks:</b>	<b>Job holder is successful when:</b>
Manage external stakeholder agreements against budget	External stakeholder delivers agreement within budget
Manage internal stakeholder requirements to enable delivery of event marketing and fundraising plans	Internal stakeholder requirements achieved
Review and evaluate stakeholder performance and make recommendations	Reviews completed and recommendations made

## C. PURPOSE AND VALUES REQUIREMENTS

Key Result Area 4	Values
<b>Key Values:</b>	<b>Job Holder is successful when:</b>
<ul style="list-style-type: none"> <li>Actively support MS' purpose, value, service promise and strategic vision</li> <li>Operate in line with MS' policies, procedure and practices</li> <li>Promote and work within MS' Services Innovation delivery principles</li> <li>Positively and constructively represent the organisation to external contacts at all opportunities</li> <li>Behave in a way that contributes to a workplace that is free of discrimination, harassment and bullying behaviour at all times</li> <li>Ensure the health, safety and welfare of self, co-workers and others</li> <li>Follow all reasonable directions given by the organisation</li> <li>Support and empower co-workers</li> <li>Support, promote and show sensitivity to diversity in the work place</li> </ul>	<ul style="list-style-type: none"> <li>Values are adhered to and demonstrated in daily practice</li> <li>Values form an integral part of the way employees conduct their presence in the workplace</li> </ul>



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- Actively support MS' Reconciliation Action Plan
- Behaviour is in alignment with Culture, Service Promise & Foundation behaviours.

### D. ENVIRONMENT AND WORK ACTIVITIES DIMENSIONS

*All physical requirements of this role must take into account rest periods and the appropriate use of equipment supplied. MS team members are required to comply with the organisation's policies and procedures governing health & safety including manual handling.*

Element	Key Activity	Frequency (insert)
<b>Work Environment</b>	Manage demanding and changing workloads and competing priorities	Daily
	Work in a team environment	Daily
	Work in different geographic locations	Occasionally
	Work office hours with the possibility of extended hours	Occasionally
	Work on weekends and evenings	Occasionally
	Work in an open plan office	Daily
	Work in buildings which may be two or more-storied	Daily
	Work between a number of house units on the same site	Not applicable
	Going outside of site into community	Occasionally
	Sit at a computer or in meetings for extended periods	Daily
<b>Manual Handling</b>	Undertake manual handling (e.g. lifting, pulling, pushing, moving, transferring, digging, twisting, restraining, supporting) of equipment, people or materials which would be of varying weight and size.* *Lifting equipment is provided as applicable	Occasionally
<b>People Contact</b>	Liaise with customers (clients) and service recipients	Occasionally
	Provide personal care to residents, respite clients and other customers	Not applicable
	Liaise with government, non-government, community & profit-making organisations	Infrequently
	Liaise with medical & allied health professionals	Infrequently
	Liaise with external customers/stakeholders	Daily
	Liaise with internal customers (staff, volunteers)	Daily
<b>Administrative Tasks</b>	Undertake administrative tasks, which include computer work, letter & report writing (e.g. Financial reports, Executive papers), spreadsheet use, participating in meetings and concentrating for long periods of time.	Daily
	Use technology including computer, printer & photocopier, scanner, Skype, mobile phone, fax and email (Outlook), Word, Excel and PowerPoint	Daily



<b>Transport</b>	Drive vehicles transporting people or goods possibly over long distances and in all traffic and weather conditions.	Infrequently
	Drive vehicles to and from Events	Occasionally
	Use public transport including trains, buses, trams and taxis	Occasionally
<b>Other</b>	Free on-site parking	Not applicable
	Fee-based on-site parking	Available
	Long-term street parking	Not applicable
	Public transport stop/s near office	Available
<b>Mandatory Training</b>	Manual Handling	As designated
	Medication Administration	Not applicable
	Infection Control	Not applicable
	Food Safety	As designated
	First Aid/CPR	As designated
	Emergency & Evacuation	As designated

### E. EMPLOYMENT SCREENING REQUIREMENTS

<b><i>Must be completed prior to commencing employment</i></b>	<b>√</b>
• National Police Check (to be carried out by MS)	<b>√</b>
• International Police Check if lived overseas for longer than 12 months in the last 10 years (to be provided by the applicant)	<b>√</b>
• Right to Work in Australia (Certified copy of Passport/Visa to be provided by the applicant)	<b>√</b>
• Disability Worker Exclusion Scheme check (Victorian Residential Workers only)	
• Working with Children Check (if required for role)	<b>√</b>

### F. SELECTION CRITERIA

<b>Essential:</b>
Experience: <ul style="list-style-type: none"> <li>• Tertiary education in marketing, communication, business or similar</li> <li>• 5+ years-experience in event-based, peer-to-peer and/or community fundraising roles</li> <li>• Experience managing teams and reporting to senior staff</li> <li>• Experience in project management</li> <li>• Experience in working on events preferably obtained in community sector</li> </ul>



- Demonstrated ability to liaise with a wide range of internal and external stakeholders
- Experience with customer relationship management (CRM) systems
- Experience in data analysis, evaluating and reporting

**Key Competencies:**

- Fundraising expertise
- Staff management
- Stakeholder management
- Project Management
- Excellent verbal / written communication skills and presentation skills
- Ability to work to deadlines in a busy environment – multiple tasks with changing priorities
- Ability work collaboratively as part of a team and add value in decision making beyond area of accountability
- Excellent attention to detail
- Ability to analyse problems and deliver solutions for supporters
- High levels of computer literacy and experience in using a range of MS office programs
- Good time management and personal organisational skills
- A current Working with Children Check

**Personal Attributes:**

- Team player with a “can do” attitude
- Focus on results and good attention to detail
- Highly motivated and positive
- Resourceful
- Flexible - can work flexible hours and some weekends
- Passion for the nature of MSL’s work and a willingness to engage authentically with MSL activities
- Current Driver’s License

**Desirable:**

- Experience with Salesforce CRM database
- Comprehensive excel spreadsheet functionality knowledge