|  |  |
| --- | --- |
| **Mission Australia** | |
| About us: | Mission Australia is a national Christian charity that has been helping vulnerable Australians move towards independence for over 160 years.  We’ve learnt the ways for people to become more self-sufficient are different for everyone. This informs how we support people by combatting homelessness, assisting disadvantaged families and children, addressing mental health issues, fighting substance dependencies, and much more. Our team applies different approaches, alongside government, our corporate partners and everyday Australians who provide generous support.  Together, we stand with Australians in need until they can stand for themselves. |
| Purpose: | Inspired by Jesus Christ, Mission Australia exists to meet human need and to spread the knowledge of the love of God.  *“Dear children, let us not love with words or speech but with actions and in truth.” (1 John 3:18)* |
| Values: | Compassion Integrity Respect Perseverance Celebration |
| Goal: | End homelessness and ensure people and communities in need can thrive. |
| **Position Details:** | |
| Position Title: | **Community Fundraising Specialist** |
| Award/Agreement: | No Award |
| Classification/Level: |  |
| Executive Function: | Office of the CEO |
| Business Unit/Program: | Fundraising & Marketing |
| Reports to: | Senior Manager – Individual Giving |
| Position Purpose: | The Community Fundraising Specialist works within Mission Australia’s Fundraising team and is responsible for the delivery our new Community Fundraising Strategy, including the coordination and implementation of signature community fundraising events. |
|  |  |

**Position Requirements (What are the key activities for the role?)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Key Result Area 1** | **Delivery of the community fundraising strategy** | | **Key tasks** | **Position holder is successful when** | | * Implement Mission Australia’s DIY fundraising program including Winter Sleepout and other opportunities * Develop processes and procedures to increase the revenue and opportunities in this area * Engage internal stakeholders to promote and undertake community fundraising in their areas and act as the key national contact for this area * Develop, deliver and refine the program to ensure best-practice * Implement and manage all administrative support associated with the program including record keeping, data management, and donor/fundraiser enquiry management and support * Develop and implement program evaluation and reporting, measuring performance against KPIs. * Contribute to strategic plans to grow the program annually | * Revenue targets are met * Increase in community fundraising participants annually * Best practice program delivery and reporting is maintained | | **Key Result Area 2** | **Delivery of new signature community fundraising events** | | **Key tasks** | **Position holder is successful when** | | * Work with key stakeholders to implement the event concepts, promotional materials, communications, and digital assets in readiness for launch * Work with stakeholders to develop and implement project plans including timelines, resources, logistics and key milestones * Ensure various work groups across Mission Australia are appropriately engaged, briefed, and resourced to ensure successful event implementation * Implement and manage all administrative support associated with the event/campaign including record keeping, data management, and donor/fundraiser enquiry management and support * Liaise with external event partners and agencies on deliverables, including raising purchase orders and submitting invoices for processing by Finance team * Support activations for media and PR opportunities, including liaising with event ambassadors * Develop and implement event evaluation and reporting, measuring performance against KPIs. * Contribute to strategic plans to grow the events annually | * Our signature event program is launched and meets its KPIs * Best practice program delivery and reporting is maintained * Year on year growth is delivered | | **Key Result Area 3** | **Supporter experience management** | | **Key tasks** | **Position holder is successful when** | | * Ensure supporter journeys are implemented and maintained for all community fundraising channels * Work alongside Corporate Partnerships to ensure engagement and activation * Assist with building online fundraising platforms and materials as required * Identify cross-selling opportunities for supporters acquired via Community Fundraising initiatives * Undertake other duties as required, such as supporting phone and email enquiries from fundraisers and donors | * Program KPIs are delivered * Supporter experience KPIs are met | | |
| ***Note - Employees may also be required to perform other tasks/duties or work as reasonably requested to meet Position, Program, Funder or Mission Australia requirements.***  **U Work Health and Safety**  Everyone is responsible for safety and must maintain:   * A safe working environment for themselves and others in the workplace. * Ensure required workplace health and safety actions are completed as required. * Participate in learning and development programs about workplace health and safety. * Follow procedures to assist Mission Australia in reducing illness and injury including early reporting of incidents/illness and injuries.     **Purpose and Values** |
| * Actively support Mission Australia’s purpose and values. * Positively and constructively, represent our organisation to external contacts at all opportunities. * Behave in a way that contributes to a workplace that is free of discrimination, harassment and bullying behaviour at all times. * Operate in line with Mission Australia policies and practices (e.g. Financial, HR, etc.). * To help ensure the health, safety and welfare of self and others working in the business. * Follow reasonable directions given by the company in relation to Work Health and Safety. * Follow procedures to assist Mission Australia in reducing illness and injury including early reporting of incidents/illness and injuries. * Promote and work within Mission Australia's client service delivery principles, ethics, policies and practice standards. * Contribute to an organisational culture that promotes Mission Australia’s [commitment to the safety and wellbeing of all children and young people](https://www.missionaustralia.com.au/what-we-do/children-youth-families-and-communities/keeping-children-and-young-people-safe). * Actively support Mission Australia’s Reconciliation Action Plan. |

**Recruitment information**

|  |
| --- |
| **Qualification, knowledge, skills, and experience required to do the role** |
| * Minimum five years’ proven experience in a fundraising, campaign or event management role * Proven experience developing and implementing successful major campaigns * Proven experience liaising with stakeholders, donors, community and/or businesses * Experience in project planning, coordination, task and activity monitoring, and delivery against defined task objectives, methods, and outcomes * Experience implementing or working with internal teams or external agencies on digital marketing campaigns, with an understanding of multi-channelled campaigns to effectively engage target audiences * An understanding of audience segmentation and knowledge of principles and methods of fundraising, including the legal requirements to fundraise in all states and territories * Advanced skills in Microsoft Office suite. * A solid understanding of CRM, donor management systems and/or third-party fundraising platforms (i.e. Funraisin) combined with proven ability to understand data segmentation and reporting * Proven ability to adapt to changing circumstances and to work under pressure within a virtual or hybrid workplace (e.g. some time spent on site, some time spent working from home). * Strong analytical and problem-solving skills * Excellent communication skills and relationship management expertise |
| **Key challenges of the role** |
| * Implementation of a new program so strong engagement will be needed internally to prove effectiveness. This is a three year program initially which we believe will be a key pillar of our fundraising offering * Delivery of supporter experience may be challenged due to new processes and systems * Developing cross pollination with other fundraising channels |

**Compliance checks required**

**Working with Children**

**National Police Check**

**Vulnerable People Check**

**Driver’s Licence**

**Other (prescribe)**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Approval** First Name Last Name Day Month Year

|  |  |  |  |
| --- | --- | --- | --- |
| **Manager name** |  | **Approval date** |  |