



# Position Description

## Fundraising Developer

2MCE Community Radio

Faculty of Arts and Education

<b>Classification</b>	Level 5
<b>Delegation band</b>	<a href="#">Delegations and Authorisations Policy (see Section 3)</a>
<b>Special conditions</b>	Nil
<b>Workplace agreement</b>	<a href="#">Charles Sturt University Enterprise Agreement</a>
<b>Date last reviewed</b>	March 2024



# About Charles Sturt University

## Purpose

The Wiradjuri phrase *yindyamarra winhanganha* means the wisdom of respectfully knowing how to live well in a world worth living in. This phrase represents who we are at Charles Sturt University – our ethos. It comes from traditional Indigenous Australian knowledge, but it also speaks to the vision of the university – to develop and spread wisdom to make the world a better place.

## Vision

Charles Sturt University is set to undergo a decade of great reform that will see the university characterised by these key elements:

- An uncompromising drive towards excellence in every aspect of its operations
- A far-reaching strategic re-positioning of teaching, learning, research, and innovation
- A cementing of our position as Australia’s pre-eminent rural and regional university

The overarching aim is to consolidate our institution so that it is demonstrably more resilient and sustainable by the end of the decade.

## Goals

To deliver on our purpose and vision, the university has three key goals:

1. Maintain the university’s position in the top five Australian universities for graduate outcomes based on employment and salary
2. Embed a culture of excellence across all aspects of the university’s operations
3. Exponential growth in research, development, and innovation income in our chosen areas, delivering high impact outcomes for regional Australia

## Our values

Charles Sturt has a proud history and is fortunate to have an outstanding group of diverse, passionate, and engaged people working with us. Our values of insightful, inclusive, impactful, and inspiring guide our behaviours and ways of working to help us achieve our ethos of creating a world worth living in.

## Performance measures

In addition to the principal responsibilities all staff are required to contribute to the success of the university strategy including meeting university’s eight key performance indicators:

<b>Our Students</b>	<ul style="list-style-type: none"> <li>• Commencing progress rate</li> <li>• Student experience</li> </ul>
<b>Our Research</b>	<ul style="list-style-type: none"> <li>• Research income</li> <li>• Research quality and impact</li> </ul>
<b>Our People</b>	<ul style="list-style-type: none"> <li>• Engagement</li> <li>• All injury frequency rate</li> </ul>
<b>Our Social Responsibility</b>	<ul style="list-style-type: none"> <li>• Underlying operating result</li> <li>• Community and partner sentiment</li> </ul>



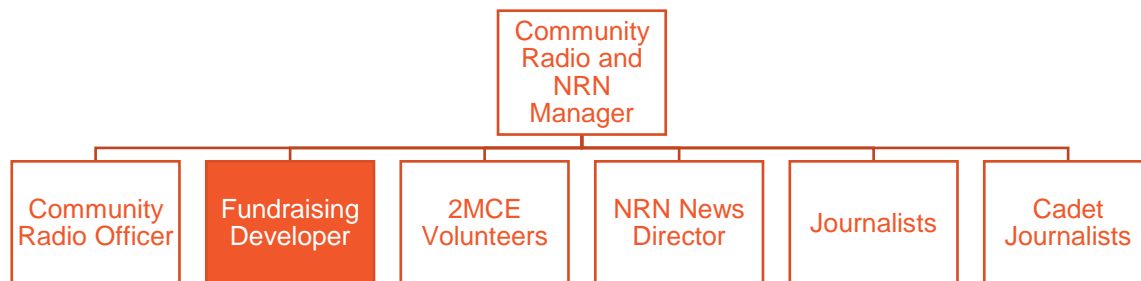
## 2MCE-FM Community Radio

2MCE-FM was established in 1976 and is operated by Charles Sturt University in partnership with its local community. 2MCE broadcasts to the communities of Bathurst and Orange and serves the social, cultural and educational interests of both the community and its University through the provision of facilities, training and programming.

2MCE is committed to the principles of Access, Diversity and Independence in its operation and the pursuit of excellence in broadcasting. As a community radio station, it provides a forum for the expression of views that enhance the diversity of choice available through local media.

The station also operates as an integral training ground for the provision of practical experience for those who wish to enter the broadcast industry. Bachelor of Communication students are involved with station activities across programming, social media, strategic communication, and local news production.

## Organisational chart



## Reporting relationship

**This position reports to:** Community Radio and NRN Manager

**This position supervises:** Nil

## Key working relationships

- Community Radio Officer
- 2MCE Volunteers
- Local businesses, listeners, and benefactors
- Charles Sturt University Advancement Office



## Position overview

The Fundraising Developer will support the station in its goal to diversify income streams across sponsorship, membership, donations and grants. They will work to build capacity with volunteers to participate in fundraising activities.

They will take a creative approach to developing fundraising ideas. They will collaborate with volunteers and station staff to produce targeted campaigns to increase the number of financial contributors to our station. The incumbent will be active in selling sponsorship to local businesses for both short- and long-term packages. They will build relationships to seek support from listeners, including gifts and bequests, and building relationships with benefactors and 2MCE alumni for donations.

The Fundraising Developer will also source grant opportunities for the station that align with goals in the strategic plan and support the writing of the grant applications.

## Principal responsibilities

- Develop relationships with local businesses, benefactors, and community organisations
- Collaborate with volunteers to build capacity to support fundraising activities at the station
- Take a creative approach to fundraising to find new opportunities to engage prospects
- Actively sell sponsorship and seek short term campaign opportunities e.g. seasonal campaigns such as back to school
- Apply the station's sponsorship policy when seeking sponsorship opportunities to ensure suitability
- Ensure sponsorship, membership and donation material complies with station, legal, and codes of practice requirements
- Be the first point of contact for all incoming sponsorship enquiries at the station
- Collaborate with the Community Radio Officers to produce on air, direct mail, and online campaigns for listener support and donations e.g. radiothons
- Advise on scheduling of fundraising campaigns and sponsorship announcements
- Collaborate with the Charles Sturt University Advancement Office to seek suitable alumni donors
- Reach out to benefactors and 2MCE alumni to seek donations
- Assist with issuing invoices and maintaining online donation portals
- Research relevant grant opportunities and assist with writing applications
- Support station community engagement activities and utilising these opportunities to promote financial contributions to the station
- Perform other duties appropriate to the classification as directed



## Role-specific capabilities

This section comprises capabilities from the Charles Sturt [Capability Framework](#) identified as essential or critical for success in this role.

<b>Focus on service</b>	Strive to meet needs and exceed expectations of our students, communities and colleagues (performance focus, quality outcomes, student welfare, equity and conduct).
<b>Innovative</b>	With creativity at our core, be open to new ideas and seek to find better ways.
<b>Take action</b>	Weigh up risks and make prompt decisions, backing ourselves and each other (delivery of strategies, projects).
<b>Network</b>	Bring people together and build relationships that deliver desired benefits and outcomes.
<b>Write and report</b>	Write clearly, succinctly and correctly, convince through writing, avoid jargon, structure information.
<b>Plan and organise</b>	Set objectives, plan, establish contingencies, manage time, resources and people, monitor progress.

## Physical capabilities

The incumbent may be required to perform the following.

- Work in other environments beyond your base campus, such as other campuses.
- On occasion drive a vehicle distances up to 500km per day within the terms of the university's [Driver Safety Guidelines](#)
- Perform in an accurate and timely manner push/pull, reaching, grasping, fine manipulation tasks, including lifting items up to 10kg.
- Possess the physical ability to carry out shelving duties, such as frequent bending, reaching/stretching, squatting and repetitive lifting.



## Selection criteria

Applicants are expected to address the selection criteria when applying for this position.

### Essential

- A. Completion of a degree in Communication or Marketing or an equivalent level of knowledge gained through any other combination of education, training and/or experience
- B. Excellent communication, interpersonal and customer service skills appropriate for developing professional relationships with stakeholders and excellent written communication skills for internal and external communication including copywriting and grant applications
- C. Experience in working independently in fundraising and/or sales and demonstrated ability to meet set targets
- D. Demonstrated ability to build fundraising capacity with colleagues from a diverse range of backgrounds
- E. A passion for community radio and knowledge of the Community Radio Broadcasting Codes of Practice, broadcasting laws and regulations, and ability to interpret and apply policy and procedure

### Desirable

- F. Experience in radio sales and traffic scheduling





Brisbane

## New South Wales

Dubbo

Port Macquarie

Orange

Bathurst

Goulburn  
NSW Police Academy

Sydney

Wagga Wagga

Canberra

Albury-Wodonga

Wangaratta  
Regional Study Centre

## Victoria

Melbourne

● - Capital city ● - Campus location

