

Position Description

Position Title:	Community Fundraising and Events Manager		
Direct Reports:	Four		
Business Unit:	Fundraising		
Location:	Melbourne	Date Effective:	15 February 2019
Status:	Full Time	FTE	1.0

POSITION OBJECTIVE

The Community Fundraising and Events Manager is responsible for growing net revenue by increasing and enhancing the range of opportunities for the Australian community to support the work of Kidney Health Australia.

The role oversees the management, delivery and review of the Events strategy at Kidney Health Australia, both on current portfolio and new event development to ensure a quality supporter experience, increased participation and higher retention.

DUTIES & RESPONSIBILITIES

Strategy
<ul style="list-style-type: none"> • Development and implementation of a three year Community Fundraising and Events strategy and annual business planning process, to maximize net income and drive growth from current and future Events portfolio. • Monitor ongoing performance of the Community Fundraising and Events Strategy, providing analysis of results, including performance against revenue targets and registration/participation targets, recommending areas for improvement and identify avenues for further development. • Lead and monitor the Community Fundraising and Events budget and monthly reporting, ensuring targets for operations expenditure and donor involvement are met or exceeded. • Manage, advise and utilize all relevant web and digital based events solutions for the generation of optimal levels of additional income. • Lead the development and implementation a holistic and segmented supporter journey to increase retention across VIPS/Returned participants, team leaders, team participants and support crews. • Contribute to the development of policy in relation to Third Party Events. • Implements and monitors events and community fundraising policy and procedures within area of delegation. • Monitor general industry and market trends, interpret and share how they can be used to improve Kidney Health Australia Fundraising Events. • Remain aware of what other in the charity space are doing to generate income and remain ahead of the curve. • Other duties as required to support the fundraising team
National Events
<ul style="list-style-type: none"> • Develop the strategy and oversee the execution of existing Kidney Health Australia events to increase net revenue and participation rates, including but not limited to: <ul style="list-style-type: none"> ○ Kidney Health Week (Mar) ○ Kidney Kar Rally (Aug) ○ Big Red Kidney walk (Sept)

- Identify opportunities to develop and implement new profitable Kidney Health Australia events
- Work collaboratively with the Corporate Partnerships Manager to secure new business partnerships/sponsorships to underpin fundraising events
- Work with Corporate Partnerships Manager to identify opportunities to engage the staff of Corporate partners in community fundraising activities
- Attend key events to thank organisers and participants as well as promote Kidney Health Australia

Community Fundraising

- Develop a strategy to increase the number of annual community fundraising events and community fundraisers
- Develop and continually update a community fundraising kit and suite of ideas
- Mentor and support community fundraisers to maximize their fundraising efforts
- Provide advice and assistance (where relevant) with insurance and other legal requirements for holding community fundraising events
- Leverage Kidney Health Australia volunteers to support community fundraising efforts
- Identify and promote existing third party community fundraising events (e.g. Run Melbourne, City to Surf) to the Kidney Health Australia community fundraising community
- Develop and implement a stewardship framework to thank and recognise community fundraisers and participants in community fundraising events
- Work closely with Kidney Health Australia's state based Community Managers to identify, and involve kidney consumers in fundraising initiatives
- Monitor general industry and market trends, interpret and share how they can be used to improve Kidney Health Australia Fundraising Events

Leadership

- Lead and mentor direct reports including recruitment and selection, performance management and staff development
- Implement and monitor equity, diversity, child safe policies and procedures within areas of delegation. Ensure all regulatory requirements are satisfied to the highest standard.
- Monitor workloads and work environment for self and for staff under leadership and take reasonable steps to minimise risks to self and others
- Recruit, train and supervise volunteers
- Motivate, inspire and utilize human capital resources

SKILLS & EXPERIENCE

Mandatory Pre-Requisites

- Minimum 5 years community fundraising and / or events experience
- Successful track record in successfully and profitably having managed multiple events
- Budget management skills
- Understanding of the NFP sector and best practise fundraising
- Experienced in data driven decision making
- Ability to work under pressure and meet tight deadlines
- Time management and personal organisational skills
- Highly developed interpersonal and people management skills

<ul style="list-style-type: none"> • Ability to work flexible hours inclusive of weekends • Excellent written and verbal communication skills including public speaking and spokesperson experience
Highly Desirable Pre-Requisites
<ul style="list-style-type: none"> • Bachelor in business, marketing, communications, event management or similar. • Previous experience working in a charity • Experience in product development within a fundraising environment • Experience in community fundraising programs and platforms
Competencies
<ul style="list-style-type: none"> • Ability to manage and drive change • High level of enthusiasm and energy • Honesty, drive and the ability to react quickly to change • Self-discipline and strong focus • Edgy marketer with the ability to push the bounds • Ability to motivate and develop others to reach their full potential • Demonstrated ability to multi-task and work autonomously and with remote supervision • Demonstrated effective organisational , time management and program budget management skills
Other
<ul style="list-style-type: none"> • Current driver's license • Must have Police Check and / or Working with Children's check

Declaration:

This section verifies that the position holder and supervisor have read the above position description and are satisfied that it accurately describes the position.

(i) Community Fundraising and Events Manager

Name: Signature: Date:

(ii) Manager

Name: Signature: Date:
