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| **Position title** | | | | | **Fundraising Events Coordinator** | |
| **Team/Group** | | | | | Fundraising | Wellness and Prevention/Community Participation | |
| **Work level** | | | | | 2 | |
| **Position reporting to** | | | | | Fundraising Signature Events Manager | |
| **Employment Type** | | | | | Full-time 1.0FTE, Fixed-term contract | |
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| **Vision, mission and values** |  | | Beyond Blue’s vision is that all people in Australia achieve their best possible mental health. Our mission is to work with the community to improve mental health and prevent suicide. We aim to achieve this by:   1. Promoting mental health and wellbeing 2. Being a trusted source of information, advice and support 3. Working together to prevent suicide   Beyond Blue’s values are **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.** | | | |
| **Position purpose** |  | | The Fundraising Events Coordinator is responsible for working on major fundraising events and general fundraising and donor enquiries. This includes the implementation of targeted communications with event participants to assist them to raise funds for Beyond Blue, as well as engagement, acquisition and retention strategies. The role will coordinate marketing campaigns to attract event participants, support fundraisers throughout their journey and help them increase and achieve their fundraising goals. A range of administrative duties will be undertaken to ensure the successful implementation of events and fundraising communications. | | | |
| **Role dimensions** | |  | | **Direct Reports** | | Nil |
| **Overall team** | | Role sits within the Fundraising and Philanthropy Unit, reporting to the Fundraising Signature Events Manager.  Close working relationships with all Fundraising and Philanthropy Unit members.   * The role also works closely with members of the Marketing, Communications, Community and Partnerships teams. |
| **Financial Delegation** | | As per the delegation of authority policy |
| **Key accountabilities – fundraising event coordination** | |  | | |  | | --- | | * Work with the marketing and communications teams to implement agreed fundraising, communications and marketing plans for major fundraising events. * Support fundraisers by providing advice, tips and encouragement to ensure they can raise as much funds as possible for Beyond Blue. * Ensure all fundraising activity is registered, reviewed and approved from a risk perspective, ensuring the activity is in line with Beyond Blue’s fundraising guidelines and brand policy, and in adherence with the Donations and Corporate Partnerships Policy. * Ensure event participants and donors are retained or recruited each year through an agreed communications, acquisition and retention strategy. * Monitor all fundraising activities to ensure compliance with applicable regulations and laws, satisfaction of participants and/or partners, and resolution of any problems that arise. * Liaise with stakeholders, including internal fundraising team, Marketing and Digital team, Strategic Communications team, external events agencies and industry experts. * Work with the Events and Volunteers team to manage event logistics ensuring a strong Beyond Blue presence at major events. * Ensure community fundraisers use the Beyond Blue ‘proudly supporting’ logo / brand appropriately. * Attend 4-6 weekend and out of office hours events per annum. | | | |
| **Key accountabilities – general** | |  | | * Support the Fundraising Signature Events Manager with recommendations on program improvement, reporting (as needed) and executing strategy. * Respond to and action fundraising and donation enquiries for Beyond Blue support (online and telephone). * Work with the wider team, open incoming mail and prepare mail outs. * Effectively collaborate with other fundraising team members promoting knowledge sharing. * Effectively manage data within the donor management system (Salesforce), and third-party fundraising platforms, ensuring all data is clean, imported and coded correctly, whilst maintaining business rules. * Work collaboratively and flexibly, undertaking additional duties as required. * Ensure our work reflects the diversity of the Australian community, and our activities are culturally safe and appropriate to meet the commitments made through our Beyond Blue Reconciliation Action Plan | | |
| **Core capabilities** | |  | | * Community centric – ability to engage and collaborate with community members * Exceptional customer service and sensitivity in dealing with potentially difficult calls and emails * Skills in project coordination and writing for marketing and engagement * Ability to analyse data to identify trends, inform decision making and manage risk * Solutions-focus and problem-solving skills * Internal consultancy and influencing skills * Attention to detail * Ability to articulate and manage risk * Skills in planning, coordination, task and activity monitoring and delivery against defined tasks objectives, methods and outcomes. * Ability to engage diverse internal/external stakeholders * Stakeholder management, knowledge and application of principles and processes for effectively managing stakeholders. This includes stakeholder needs assessment, meeting quality standards for services, and evaluation of stakeholder satisfaction. * Ability to show initiative, organise and priorities work to meet multiple deadlines. | | |
| **Key behaviours** | |  | | * We are community centric and focus on solving problems, listening and adjusting plans to deliver better outcomes for the community * We create a sense of fun and light-heartedness, and channel our energy and enthusiasm into meaningful work * We create clarity and ensure our actions align to our strategy, so we can prioritise our finite resources * We collaborate to provide solutions and options for feedback * We actively listen, and communicate openly and transparently * We build relationships internally and partner with the whole organisation on shared goals, problems, and solutions * We build relationships externally and partner with key external stakeholders for the benefit of the community * We adapt, flex and take an agile approach to plans to meet community need | | |
| **Qualifications and key selection criteria** | |  | | Essential   * Year 12 or equivalent   Desirable   * Tertiary qualification/certificate in events management / marketing / communications / fundraising.   Essential   * Proven experience in fundraising within the not for profit/marketing/events management sectors, ideally community-based fundraising/events and logistics. This includes an understanding of the motivations as to why a donor would support a particular cause. * A solid understanding of CRM, Donor Management systems (currently Salesforce) and third-party fundraising platforms (such as Rasiely, Grassrootz, Funraisin) combined with proven ability to understand data segmentation and reporting. * Advanced skills in Microsoft Office suite. * Understanding of digital communications to support donor engagement and experience implementing integrated communications strategies. * Skills in planning, coordinating, task and activity monitoring and delivery against defined tasks objectives, methods and outcomes. * Sound verbal and written communications skills, with an eye for detail and an understanding of donor communications. * Demonstrated professional empathy, with full awareness of and capacity to anticipate the sensitive impact of our messages on the public. * Ability to organise and prioritise work to meet multiple deadlines. * Ensure our work reflects the diversity of the Australian community, and our activities are culturally safe and | | |
| **Additional information** | |  | | **Health, safety and wellbeing**  Beyond Blue is committed to ensuring the physical and psychological health and safety of all employees, contractors and other people involved in our business activities. Our people are expected to comply with our Health, Safety and Wellbeing policy.  **Pre-existing injury**  The person appointed to this position will be required to disclose any pre-existing injuries or disease that might be affected by employment in this position. This will assist the organisation in providing a safe work environment for staff.  **Equal opportunity**  Beyond Blue is an equal opportunity employer. All staff have a responsibility to be familiar with and adhere to the organisation’s policies and procedures.  **Cultural competency**  Beyond Blue strives to maintain a culturally competent and inclusive workplace. All staff are expected to undergo regular cultural competence training as part of their professional development plans.  **Employment is subject to:**  • A current Police Record Check  • Proof of the right to work in Australia | | |