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| **Position title** | | | **Fundraising Signature Events Adviser** | |
| **Team/Group** | | | Fundraising - Community | |
| **Work level** | | | 3 | |
| **Position reporting to** | | | Fundraising Signature Events Manager | |
| **Employment Type** | | | Full Time - 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 promote good mental health. We create change to protect everyone’s mental health and improve the lives of individuals, families and communities affected by anxiety, depression and suicide.  Beyond Blues values are **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.** | | |
| **Position purpose** |  | The Fundraising Signature Events Adviser is an exciting new role within Beyond Blue’s Fundraising team that is responsible for assisting the planning, coordination and implementation of major fundraising events for Beyond Blue.  The role will predominantly work under two key initiatives:   * the development, creation and implementation of a new, ongoing, high-profile, national, high-value fundraising event for Beyond Blue * and the implementation of major fundraising event partnership, currently focused on health and wellbeing, hiking and fitness. | | |
| **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, including a team of Fundraising Coordinators.  The role also works closely with members of the Strategic Marketing, Media, and Community and Partnerships teams. |
| **Financial Delegation** | | As per delegation of authority policy. |
| **Key accountabilities** |  | **Assist with the implementation of a new national signature fundraising event**   * Work with the Strategic Marketing and Studio teams, the Strategic Communications and Media teams, and external suppliers to implement the final event concept, promotional materials communications and digital assets in readiness for launch. * Work with the Strategic Marketing and Studio teams to maintain and implement project plans including timelines, resources, logistics and key milestones. * Ensure various work groups across Beyond Blue are appropriately engaged, briefed and resourced to ensure the 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 and implement 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 event annually. * Ensure activities reflect the diversity of the Australian community, including groups at increased risk of depression, anxiety and suicide, and seek opportunities for engagement and co-design/consultation where appropriate to inform our work. * 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.   **Assist with deliverables of a major fundraising partnership**   * Support and implement activations for media and PR opportunities, including liaising with event ambassadors. * Contribute to strategic plans to proactively grow the event through corporate engagement in the participant and volunteer space. * Operate within an existing, high-performing team to deliver event-day activity, including travelling to five intestate events per year to provide on-the-ground support relating to the above and to any other partnership requirements on the day.   **General**   * Undertake other duties as required, such as supporting phone and email enquiries from fundraisers and donors. * Support both projects in areas not specified above when required. | | |
| **Key behaviours** |  | * We are community centric and focus on solving problems, listening and adjusting plans to deliver better outcomes for the community * We build relationships externally and partner with key external stakeholders for the benefit of the community * 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 adapt, flex and take an agile approach to plans to meet community need * We create a sense of fun and light-heartedness, and channel our energy and enthusiasm into meaningful work | | |
| **Qualifications and key selection criteria** |  | **Education/qualifications**  A tertiary qualification in a related discipline (fundraising, communications, journalism,  event management, project management or public relations)  **Knowledge/skills/experience**  Essential   * Minimum five (5) years proven experience in fundraising, event management, communications or public relations roles within the not for profit /events management (or similar) sectors. * Proven experience developing and implementing successful major events/campaigns with commercial or fundraising KPIs * Experience managing high-profile talent and/or spokespeople as part of a campaign or event. * 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. * Sound ability to write and produce impactful communications while considering audience segmentation and fundraising/commercial theory. * Ability to organise and prioritise work to meet multiple deadlines. * Willingness to commit to and work in line with the Beyond Blue values. * Proven ability to work within a high performing team while being a motivated self-starter * Advanced skills in Microsoft Office suite.   Desirable   * Knowledge of principles and methods of fundraising, including the legal requirements to fundraise in all states and territories. * A solid understanding of CRM, donor management systems (Salesforce or Raisers Edge an advantage) and/or third-party fundraising platforms (i.e. Raisely, Funraisin and others) combined with proven ability to understand data segmentation and reporting * Excellent public speaking/presentation skills with an ability to pitch ideas and engage audiences at all levels. * A qualification in project management would be highly regarded * 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) | | |
| **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 | | |
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