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| Position title | Fundraising Signature Events Manager | | | | |
| Position reports to | Fundraising Lead | | | | |
| Work level | 1 | 2 | 3 | 4 |  |
| Group and team | Fundraising | | | | |
| Location | Hybrid – ideally at least two days per week in office (Hub) and remaining can be working from home | | | | |
| Employment type | Fixed term | | | | |
| Direct reports | 4 | | | | |
| Why choose Beyond Blue  Beyond Blue has been providing supports and services to people in Australia for over 20 years.  We are Australia’s most well-known and visited mental health organisation, focused on supporting people affected by anxiety, depression and suicide. We are inspired by our vision that ‘all people in Australia achieve their best possible mental health’ and are driven by our mission to work with the community to improve mental health and prevent suicide.  We aim to achieve this through three strategic priorities:   1. Promoting mental health and wellbeing 2. Being a trusted source of information, advice and support 3. Working together to prevent suicide   At Beyond Blue the community is at the heart of everything we do.  By joining our team you’ll be involved in meaningful work, collaborating with a cross-section of colleagues, partners, and community right across Australia. We offer our team opportunities to support and learn from one another, build capabilities, celebrate successes along the way, and generous not-for-profit salary packaging options.  Your mental and physical health are important to us – we offer a range of wellbeing initiatives, including an Employee Assistance Program, a comprehensive Flexible working policy, ensuring you have safe and effective ergonomic support no matter where you work, as well as employee-led groups and initiatives.   We strive to live our organisational values of **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity** to help create a happy, safe and productive work environment. | | | | | |
| About the role | | | | | |
| Role description | The Fundraising Signature Events Manager is responsible for the planning, management and implementation of major fundraising events for Beyond Blue.  This role is responsible for growing current signature fundraising events, as well as developing new fundraising events for Beyond Blue. You will be working on high-profile, national, high-value fundraising events (such as Big Blue Table), as well as building the next.   The Fundraising Signature Events Manager is a position with purpose, with the funds raised through these major fundraising events helping fund Beyond Blue 24/7 Support Service - which provides free, confidential, and immediate counselling with a trained counsellor, 24 hours a day, seven days a week via phone, webchat and email. | | | | |
| Key accountabilities | **Implement and grow national signature fundraising event/campaigns**   * Work with cross-functional internal teams to develop, maintain and implement event/campaign plans including timelines, resources, key milestones, communications and marketing. * Guide internal teams on donor/fundraiser enquiry management and support and manage higher level opportunities or issues. * Lead the development or update of donor/fundraiser communications journeys, and other content requirements – liaising with internal teams and external agencies as required. * Advise on growth strategies and lead the implementation and delegation of tasks related to components of delivery. * Undertake planning, logistics, resourcing, financial budgeting and reporting, monitoring, and post event evaluation for major fundraising events, ensuring the profit and ROI projections are delivered as per annual agreed budgets. * Manage or oversee all key stakeholder engagement for event/campaign(s) including liaising with key donors, fundraisers, partners, agencies or Ambassadors. * Supervise Beyond Blue staff in the implementation of agreed event fundraising plans, providing support with problem solving and issues management. * Ensure various work groups across Beyond Blue are appropriately engaged, briefed and resourced to ensure the successful implementation of major fundraising events.   **Develop new fundraising signature events**   * Working with the internal teams and agencies, lead the ideation, research, creation and concept testing for a new fundraising signature event/campaign. * Prepare the business case and undertake detailed planning for new event/campaign concept in readiness for approval. * Work with the Marketing and Digital team, the Strategic Communications team and external suppliers to develop and implement the final campaign concept, promotional materials and digital assets in readiness for launch.   **General**   * Assess and monitor risks to all team activities and implement controls to mitigate risks where required. * Manage a high performing team, including resource planning, developing staff work plans, professional development and biannual performance reviews. * Provide timely, relevant and adaptable leadership and support to those team members. * Ensure activities reflect the diversity of the Australian community, including groups at increased risk of depression, anxiety and suicide, and we seek opportunities for input/consultation/co-design 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. * Undertake other duties as required, such as supporting phone and email enquiries from other fundraising program areas. | | | | |
| Key stakeholders | Key stakeholders  Internal   * Role sits within the Fundraising and Philanthropy Unit, reporting to the Fundraising Lead. * Close working relationships with all Fundraising and Philanthropy Unit members. * Works closely with members of the Strategic Marketing, Media, Community Engagement and Partnerships teams. * Works with Corporate Services across Finance, Procurement, Contracts, Systems, HR and IT.   External   * Fundraisers and donors * The role liaises with event companies, suppliers and creative agencies * Event partners and event management teams * Ambassadors and key spokespeople * Third party fundraising platform suppliers | | | | |
| What we are looking for | | | | | |
| Capability | Of the eight capabilities listed in our capability framework, the following behaviours are critical for role success (must already be demonstrating at the expected competence to step into the role)  **Communication**   * Uses vocabulary that is appropriate to the audience, is culturally inclusive and aligns language to Beyond Blue values * Begins with the end in mind; analyses the audience and selects content that is fit for purpose * Communicates clearly and concisely, explaining facts, concepts, practices and policies to others within the scope of their role. Demonstrates enthusiasm for content * Engages in active listening and has an awareness of own and others communication styles and adapts accordingly * Is accessible, responsive and builds rapport, actively reaching out to engage or work with others and is conscious of nonverbal communication style   **Community centricity**   * Values community engagement and demonstrates sound knowledge of community centric principles * Demonstrates active listening without judgment and observation of non-verbal cues to establish rapport * Has foundation knowledge of mental health and suicide prevention topics including the risks and protective factors, and the importance of self-care * Uses inclusive language and practices when working with or talking about different communities * Demonstrates empathy and understanding of mental health and & suicide prevention, respects lived and living experience of mental health and uses it to inform work   **Innovative mindset**   * Shows openness and enthusiasm to learn and curiosity to try something new; is not afraid to fail or make mistakes * Asks relevant and thoughtful questions as part of day-to-day work * Generates and shares suggestions for improvement on routine work activities * Reflects regularly to draw out learning for continuous improvement and improve own output and at a team level * Reflects on how new ideas or emerging trends could be embedded into work   **Digital discovery**   * Is committed to competently learning and confidently using technology and digital platforms in daily work to increase efficiency and effectiveness * Uses online collaboration tools to connect, communicate and collaborate with others, and visually manage work with teams and squads * Protects user and community data safely in adherence to Beyond Blue data governance, IT security and privacy policies * Sources research in a relevant and productive way, and evaluates reliability of online information and data sources to inform work * Uses technology creatively and critically to meet community expectations and business needs   **Partnering**   * Actively engages to build rapport with stakeholders * Works proactively and collaboratively within own team, and with other teams to achieve shared goals * Anticipates and ensures accountable, respectful and responsive partnership management * Understands the current operating environment and external market and how this impacts on own area of work * Has functional level of financial acumen and shows awareness of the commercial context within own team/business area   **Agility**   * Remains open and enthusiastic positive to change, sees the learning opportunities * Provides early and frequent value while accepting ambiguity and adapting to changing priorities * Explores alternative approaches, methods, or ideas to test ways of working. * Values and promotes fit-for-purpose progress over perfectionism with the capacity to spring back, learn and rebuild after setbacks * Organises work into logical sequences and delivers the work, often in sprint cadence, using a backlog of work. Engages SMEs where necessary based on objectives   **Critical thinking**   * Leverages data, details and context when problem solving and can synthesise, report on, and use information and research to support thinking * Understands Beyond Blue strategy and how individual work connects to organisational success and takes responsibility for delivering on results * Considers the implications, risks and impacts of own approaches and decisions * Seeks subject matter experts and others' opinions or evidence to help inform decisions, solutions or practices * Documents process as a diagnostic for visibility and clarity   **Leading**   * Understands performance expectation, shows accountability, demonstrates initiative and is receptive to giving and receiving feedback * Lives the values on a daily basis; demonstrates optimism * Understands individual strengths and seeks opportunities to continuously grow and improve * Contributes to a culture where others feel they are respected, included and valued; is inclusive of others, engages in cultural awareness activities and promotes inclusive language * Respectfully addresses colleagues exhibiting undesirable behaviours, and complies with Beyond Blue’s policies and procedures | | | | |
| Selection criteria | Education/qualifications   * A tertiary qualification in a related discipline (fundraising, communications, marketing, event management or public relations).   Knowledge/skills/experience  Essential   * Proven experience in fundraising, event management, marketing or public relations roles within the not for profit/marketing/events management sectors. * Proven experience developing, managing and implementing major fundraising events/campaigns, including marketing strategy and implementation * Experience in writing and producing fundraising/marketing communications (newsletters, online, advertising, marketing materials, speeches). * Experience implementing or working with teams who were implementing digital marketing campaigns, with an understanding of multi-channelled campaigns to effectively engage target audiences. * 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 third-party fundraising platforms (i.e. Raisely, Funraisin and others) combined with proven ability to understand data segmentation and reporting. * Advanced skills in Microsoft Office suite. * Skills in planning, project management, coordination, task and activity monitoring and delivery against defined task objectives, methods and outcomes. * 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. * Sound verbal and written communications skills, with an eye for detail and an understanding of donor communications. * Sound budgeting and financial reporting capabilities.   **Desirable**   * Membership of the Fundraising Institute Australia. * Experience in engaging and managing volunteers. * Training in project management aligned to the Project Management Institute (PMI)’s PMBOK methodology. * Advanced negotiation and interpersonal skills, adaptable to a complex professional environment. | | | | |
| Additional information | | | | | |
| Fairness and equality | 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.  Equal opportunity  Beyond Blue is an equal opportunity employer. All employees 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 employees are expected to undergo regular cultural competency 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. | | | | |