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| **Position title** | | | | | **Workplace Giving Adviser** | |
| **Team/Group** | | | | | Fundraising and Philanthropy – Community Group | |
| **Work level** | | | | | Level 3 | |
| **Position reporting to** | | | | | Fundraising Lead | |
| **Employment type** | | | | | Fixed term; Part time (0.8 FTE) | |
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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 and Philanthropy team manages the philanthropic income generation and engagement with donors and philanthropic partners. Continued focus on income diversification and income growth is essential to ensure that Beyond Blue can remain responsive to community needs and enable the fulfilment of our Beyond 2020 strategic goals. The Fundraising and Philanthropy team engages with donors, community fundraisers, business supporters, corporate partners, major donors and bequestors.  The Workplace Giving Adviser is responsible for the development, implementation and administration of the Workplace (Payroll) Giving income stream and associated supporters.  The Workplace Giving Adviser will provide strategic advice on the growth opportunities for this income stream, and will manage the implementation of workplace giving acquisition, recognition, cultivation and engagement programs. This will include management of existing workplace giving stakeholders and donors, and working with the Fundraising Lead to acquire new workplace giving opportunities. | | | |
| **Role dimensions** | |  | | **Direct Reports** | | Nil |
| **Overall team** | | Role sits within the Fundraising and Philanthropy team reporting within the Fundraising team alongside community fundraising, business supporters and fundraising events. Close working relationships across fundraising and philanthropy, partnerships, marketing and communications teams. |
| **Financial Delegation** | | Nil (as per delegations of authority policy) |
| **Key accountabilities** | |  | | **Workplace Giving management and administration**   * Manage the administration of Beyond Blue’s Workplace Giving Program. * Work with the Fundraising Lead on the implementation of Beyond Blue’s Workplace Giving Strategy, including continuous improvement, updates and enhancements to the strategy and framework. * Provide customer support, advice and assistance to workplace giving donors and companies. * Maintain accurate database and records of all donors and participating workplaces. * Develop and implement an annual workplace giving activation, cultivation and solicitation program with agreed annual financial targets and key milestones. * Project manage, evaluate and report back on workplace giving initiatives. * Work with the Marketing and Digital teams to review and streamline online and offline registration processes for organisations and individual workers interested in supporting Beyond Blue. * Work with the Marketing and Digital teams and the Strategic Communications team to implement a relevant workpace giving communication program and appropriate donor journeys, establishing an appropriate mix of auto-communications vs personal relationship building. * Work with the Marketing and Digital teams to develop a suite of support materials and resources to assist workplaces in their promotion of workplace giving for Beyond Blue to their staff. * Work with the Business Supporters, Corporate Partnerships and Major Donor teams to undertake a biannual audit of workplace giving stakeholders who could transition into additional Corporate Partners, be managed as major corporate donors or be encouraged to increase their business fundraising activities. * Work collaboratively and flexibly, undertaking other duties as required, such as supporting community fundraising enquiries. * 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. | | |
| **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** | |  | | 1. A tertiary qualification in a related discipline (marketing/fundraising/business development/communications). 2. Proven experience in fundraising, business partnerships, or community engagement including an understanding of why an organisation would support a particular cause. 3. Experience in the application of marketing, digital communications and branding practices and principles in the development of integrated fundraising or commercial campaigns, including experience working with experts in the above mentioned disciplines. 4. Proven experience meeting and exceeding budgets. 5. Proven experience liaising with stakeholders, donors and businesses. 6. Excellent written communications skills, with an eye for detail. 7. Excellent public speaking/presentation skills with an ability to pitch ideas and engage audiences at all levels. 8. Advanced skills in Microsoft Office suite. 9. Project management skills including planning, resource identification and coordination, task and activity monitoring, risk and issues management, evaluation, monitoring and reporting. 10. Experience working with online fundraising or sales platforms for registration and engagement with donors. 11. A solid understanding of CRM, donor management systems (Salesforce or Raisers Edge an advantage) combined with proven ability to understand data segmentation and reporting. | | |