

POSITION DESCRIPTION

Position Title:	Director of Community Engagement and Fundraising
Location:	South East Queensland
Employer:	Bravehearts
Terms:	Above Award commensurate with skills, education and experience.
Reports to:	CEO



Our Vision

To make Australia the safest place in the world to raise a child.

Mission Statement

Our Mission is to prevent child sexual assault in our society.

Guiding Principles

Our Guiding Principles are to, at all times, do all things to serve our Mission without fear or favour and without compromise and to continually ensure that the best interests and protection of the child are placed before all other considerations.

PURPOSE OF POSITION:

The Director of Community Engagement and Fundraising is part of the Bravehearts Senior Leadership Team and is responsible for effectively promoting Bravehearts in the community, and raising the funds necessary to achieve our stated objectives. Working closely with the Community Engagement Team nationally, this position is responsible for the direction and operational leadership of the organisation relative to marketing, public relations and fundraising tasks, events, volunteer management and corporate sponsorship initiatives. This position will be responsible for creating and maintaining an exceptional working relationship with all staff at Bravehearts, including volunteers, students, members and supporters as well as external stakeholders.

Term of Appointment:

Full time, subject to meeting fund raising performance indicators. Bravehearts operates according to a strategic plan to ensure the sustainability of its services, and as such, ongoing employment is dependant on continued funding from relevant State and Federal Government funding and budgeted revenue received from the general public.

PRIMARY DUTIES AND RESPONSIBILITIES:

Reporting Relationships

The Director of Community Engagement reports to the Chief Executive Officer and supervises: Marketing Manager, Fundraising Manager, Events Coordinator, Community Engagement Officer and Volunteer Coordinator, Business Partnerships Coordinator, Community Engagement Assistant.

Key Areas of Responsibility

- Management of all sales, marketing, PR, events, volunteers and fundraising staff nationally to achieve strategic objectives and budget expectations, including revenue generation and minimisation of expenses in line with annual targets and KPIs;
- Provide clear direction and exceptional leadership of all sales, marketing, PR, events, community engagement and fundraising staff, ensuring that the team is highly motivated, professional and possess the skills and resources required to execute their role and that of the team;
- Liaise and provide guidance to the Chairs of our Interstate Regional Committees;
- Develop strategic and operational (annual) sales and marketing plans and provide direction and leadership in achieving the stated goals;
- To maintain and grow our CRM database, ensuring all relevant stakeholders are communicated with effectively and consistently;
- Develop, implement and control all external supplier partnerships either directly or indirectly through staff to ensure that performance, supply and work performed meets our expectations;

- Responsible for human resource activities with the Community Engagement Department in liaison with the Director of People and Culture, including training, performance management, bi annual planning and support meetings, building an effective culture, scheduling of events work rosters, TOIL and leave scheduling.
- Meet minimum communication standards with direct reports of monthly one on one and monthly team meetings;
- Responsible for the recruitment, retention and management of volunteers and members across Bravehearts either directly or indirectly via Volunteer Coordinator;
- Liaison with other community organisations as needed to improve interagency relationships;
- Attend Bravehearts and external functions (as required) acting as a senior representative ;
- National Project Management of tasks assigned to the Community Engagement Team;
- Manage and oversee all general administration tasks associated with the team including;
 - Telephone and Email communication;
 - Database maintenance;
 - Formation of templates, forms and guidelines;
 - Stock control and monitoring of promotional merchandise;
- Be an active member of the Senior Leadership Team working together to drive Bravehearts Mission, Vision and Strategic Plan;
- Instil a positive team culture, in line with the Bravehearts Values Framework; and continually contribute to the overall culture development of staff, volunteers and stakeholders of Bravehearts.

Marketing, PR and Fundraising

- Develop strategic fundraising strategies;
- Manage and grow external relationships;
- Participation, direction, support in relation to all aspects of Bravehearts PR, Sales, Marketing and Fundraising initiatives including; events, community engagement, appeals, Gifts in Kind, CRM, Bequests, Workplace Giving, Website content and development, social media, PR, sponsorships and corporate liaison;
- Maintenance and implementation of best practice policies within the department, providing guidance to staff and stakeholders on best practice;
- Seeking sponsorship and grant opportunities and preparing the associated documentation;
- Provide timely reporting to the CEO and Senior Leadership Team including the consolidation of event reports and KPI progress;
- Promotion opportunities through BH newsletter and website articles;
- Ensure positive national Bravehearts branding and public exposure is maintained and represented at all appropriate public, community and business forums.

General Management

- Meet and where possible exceed agreed personal Key Performance Indicators and participate in bi-Annual planning and support meetings;
- Undertake responsibility for own self care and the self care of the team;
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies;
- Attendance at conferences/meetings/Bravehearts functions;
- Participate in bi-annual Planning and Support Sessions;
- Participates in self-care activities and promotes a culture of self-care for the Department;
- Work as part of a team to attain Bravehearts mission.

Qualifications/Experience

- Demonstrated high level knowledge and experience in all aspects of fundraising, sales, marketing, volunteer management and PR is essential.
- Degree/Post Graduate qualifications obtained in a relevant field – ie-Business, Marketing, Public Relations.

- Previous experience in community related/not for profit field will be an advantage.
- Experience and understanding of issues relating to service delivery with an agency that is committed to socially and culturally inclusive practices preferable.

Personal Qualities

- The appointee should have personal qualities of integrity, sound judgement, high levels of communication and negotiation skills and respect for individuals.
- The capacity to work enthusiastically within the parameters of the Bravehearts mission and philosophy and to its vision for an optimum contribution to the lives of children who have been sexually assaulted, their non-offending family members and primary caregivers.
- Principles of social justice will underpin the appointee’s practice.

Skills and Abilities

- Extensive National experience in PR, Fundraising, Volunteer Management and Community Engagement.
- Demonstrated ability to provide exceptional leadership, motivation, stability and success to a small, but growing team.
- Demonstrated ability to communicate effectively (written and verbal) with internal and external parties.
- Able to develop strong stakeholder, donor and corporate relationships through effective interpersonal, negotiation and highly professional representation skills.
- High levels of computer literacy particularly in the Microsoft office suite and IT platforms.

I, _____ acknowledge that I have no past or pending convictions or allegations in relation to harming a child or acting inappropriately toward them nor have I ever deliberately harmed a child or acted inappropriately toward them. I have read, agree and understand my position description. I declare that there is no medical or other condition which would stop me from undertaking the duties listed.

Signed: _____

Date: _____