

## POSITION DESCRIPTION

<b>Position Title:</b>	Commercial Director
<b>Level:</b>	Non-award / Full-time
<b>Location:</b>	Arundel Head Office, Gold Coast
<b>Employer:</b>	Bravehearts
<b>Reports to:</b>	CEO

### Our Vision

A world where people, communities and systems all work together to protect children from sexual abuse.

### Mission Statement

To provide a coordinated and holistic approach to the prevention and treatment of child sexual abuse.

### Our Values

**Integrity:** We act with integrity, demonstrate accountability, honesty, and at all times, behave ethically.

**Respect:** We behave and communicate with inclusivity, mindfulness, and professionalism whilst continually embracing diversity.

**Energy:** We unreservedly apply ourselves using all efforts, power, and abilities towards protecting children from sexual abuse.

**Empathy:** We seek to understand other people's experiences, culture, and perspectives. In turn, we support individuals and communities in a manner that is meaningful to them.

**Bravery:** we acknowledge the bravery of survivors and those that support them. Without fear or favour, we seek to ensure that children have a childhood free from sexual harm.

### PURPOSE OF POSITION:

The Commercial Director will be responsible for meeting set financial targets by maximising income-generating opportunities for Bravehearts, via existing fundraising initiatives and the development of new income generating campaigns.

Reporting to, and working collaboratively with the CEO, the position will lead the strategic direction and management of the Community Engagement team via (including interns and volunteers) fundraising, sponsorship and events related activities.

### The role will have responsibility in the following areas:

- Provide clear direction and exceptional leadership of all sales, events, community engagement, fundraising team, ensuring that the team is highly motivated, professional and possess the skills and resources required to execute their role and manage the broader team.
- Lead, support, and monitor the fundraising, events and income generating activities of the Community Engagement Team, along with interns and volunteers to deliver a schedule of national campaigns and projects that generate significant revenue and meet strategic objectives and budget expectations. Initiatives may include events, regular giving, appeals, gifts in kind, bequests, and partnerships.
- Develop, maintain and evaluate the quality of all partnerships, and generate new external corporate relationships for philanthropic and sponsorship support.
- Work collaboratively with Marketing on PR, web content, social media activity including promotion of events and newsletters.
- Oversee strategic and operational (annual) sales plans including developing annual budgets and provide direction and leadership in achieving the stated goals in collaboration.
- Oversee the maintenance of Braveheart's CRM database to ensure the quality and consistency of communication with all relevant stakeholders.
- Provide timely reporting to the CEO, Leadership Team and Bravehearts Board including the consolidation of event reports and KPI progress.
- Ensure positive national Bravehearts branding and public exposure is maintained at all appropriate levels including public, community and business forums.
- Liaison with other community organisations as needed to improve interagency relationships.
- Oversee general administration functions including template development, stock control and promotional merchandise ordering in conjunction with marketing team.

- Develop the workforce plan to ensure adequate resources to deliver on Bravehearts KPI's and commitments to stakeholders.
- Foster a positive team culture through high levels of team and intra-team collaboration and communication, opportunity identification, problem solving.
- Provide Performance Review and Development Plans for Community Engagement Team members.

**General Management:**

- Meet and where possible exceed Key Performance Indicators.
- Membership of the Leadership Team.
- Participate in strategic planning meetings including presenting to Bravehearts Board as required.
- Undertake responsibility for own self-care and promote a culture on the importance of self-care within the team.
- Manage health and safety in the workplace and ensure the WHS processes for volunteers and staff are undertaken and maintained.
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Attendance at conferences/meetings/Bravehearts functions.
- Work as part of a team to attain Bravehearts mission.

**Qualifications/Experience:**

- Bachelor's degree in Marketing, Business Administration, Nonprofit Management, Communications, or a related field.
- Proven sales, operations, or fundraising management experience
- Experience in successfully driving and delivering on challenging targets while managing multiple campaigns and projects.
- Demonstrated success in managing and delivering social media campaigns for major projects.
- Experience with CRM platform management and oversight.
- Extensive experience and success in identifying and building corporate partnerships to secure significant sponsorship support.
- Senior leadership experience developing strategy and leading diverse & high functioning teams.
- Experience and understanding of issues relating to service delivery with an agency that is committed to socially and culturally inclusive practices preferable.
- Experience with media negotiations and public speaking.
- Must possess a driver's licence.
- Must have or be willing to apply for a CCYP Working with Children Check (Blue Card) and National Police Certificate.

**Skills and Abilities:**

- Proven past examples of applying innovative, creative and critical thinking
- Ability to draw on resilience skills to overcome adversities and challenges
- Highly developed written, oral communication, negotiation and presentation skills, including the ability to write professional correspondence and build strategic relationships.
- Strong strategic planning, budgeting and commercial skills.
- Exceptional time management skills and ability to manage multiple projects simultaneously.

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 will immediately inform my manager of any charges of child sexual abuse or interpersonal violence.

I have read, agree, and understand my position description. I understand that any inappropriate behaviour towards children on my part may lead to me being stood down from my position, and any prosecution of child sexual abuse, or violence towards person, whether at work or not, may lead to immediate termination of employment. I declare that there is no medical or other condition which would stop me from undertaking the duties listed.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_