



# Position Description

<b>NAME:</b>	Audrey Morisseau
<b>JOB TITLE:</b>	Community Engagement Coordinator
<b>DIVISION:</b>	Fundraising & Marketing
<b>REPORTS TO:</b>	Community Fundraising Executive
<b>LAST DATE REVIEWED:</b>	11 <sup>th</sup> November 2018

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## JOB SUMMARY

The Community Engagement Coordinator role is responsible for supporting our signature event Endure for a Cure, our 3<sup>rd</sup> party challenge event fundraising, such as City2Surf or Blackmores as well as any assigned committee ran fundraising events such as Balmoral Swim and Run2Cure.

This also involves coordinating the individual miscellaneous event fundraising and in celebration fundraising.

The Community Engagement Coordinator role will work closely with the Community Fundraising Executive on the overall fundraising strategy and will help to drive the fundraising for these events to ensure they are delivered to the highest standard with creativity and innovation, achieving the agreed objectives including income targets and the highest possible ROI, and achieving positive brand awareness for Children's Cancer Institute in the wider community.

Activities include assisting with income and expense budgeting, project planning and management, liaison with the events logistics team re the run and logistics for events, where relevant supplier management including contracted event management companies, supporting the delivery of sponsor agreements and entitlements, relationship management with committees, key supporters and fundraisers and assisting with the administration and operational aspects of all community events.

This dynamic role is responsible for supporting achieving fundraising targets by supporting the marketing and online and offline fundraising activities of the events and achieving positive brand awareness for Children's Cancer Institute in the wider community.

Developing and nurturing strong relationships with our community fundraisers, supporters, volunteers and suppliers is a crucial aspect of the role as is working collaboratively with internal fundraising, marketing and research teams to maximise cross-functional fundraising opportunities.

The role reports to the Community Fundraising Executive and will work collaboratively with other Community and logistics Event team members contributing to the overall event strategy as well as supporting the Events and Fundraising team members, supporting the Institute's culture and upholding our values.



# Position Description

## PRIMARY TASKS / RESPONSIBILITIES

- Responsible for assisting with the successful delivery of our signature event Endure for a Cure, 3<sup>rd</sup> party challenge event fundraising, miscellaneous event fundraising and assigned committee events
- Responsible for assisting with coordinating activities across the full life cycle of; planning and managing the project plan ensuring all critical deliverables and activities are delivered in a timely manner to achieve the agreed key objectives and highest possible return on investment
- Responsible for developing and achieving the event key objectives in conjunction with the Community Fundraising Executive including acquisition of new event participants.
- Support achieving the gross and net revenue and cost of fundraising targets or exceeded
- Assist in the coordination of robust event marketing and communications plans in conjunction with the Marketing team and other internal or external fundraising teams to ensure all KPI's are achieved
- Work in conjunction with the Events logistics team to ensure efficient delivery of the logistics for all community and committee events
- Assist in acquisition of new challenge event participants and coordinating the hero journey, helping to define and map the typical profiles/categories to recognise and motivate the fundraisers
- Actively help seeking new community events through community groups, individuals and organisations to support the Institute
- Coordinate endorsing Miscellaneous Community Events and reviewing each event is compliant with the Charities Legislative requirements
- Negotiate and manage external event suppliers as required
- Ensure accurate and timely reporting of event key success indicators including participant statistics, marketing and website statistics, gross revenue, expenditure etc
- Ensure the integrity of the Institute's name & logo at events
- Comply with Charities legislation on a national level
- Support the team by sharing mutually beneficial information, participating and volunteering at other Institute fundraising events, actively participating in the team meetings where possible
- Assist in working collaboratively with the Corporate Partnerships and Major Giving teams in helping secure additional partnerships/supporters and event sponsors where possible
- Work collaboratively with the Marketing team to create the marketing and media campaigns for the events as required
- In conjunction with the Supporter Care team, supervise management of all event records on the database (Raisers Edge) to ensure accuracy of coding, reporting and relationship information in a timely manner
- In conjunction with the Marketing team liaise with parents and families of children who have been affected by cancer in an empathetic and sensitive way to develop strong case studies that support our event marketing activities
- Coach and manage any event interns or volunteers to develop their capabilities and encourage their success
- Actively contribute to Institute-wide projects as agreed
- Actively contributing to the annual Events strategic plan and assisting in meeting the overall corporate objectives of the Events and the Fundraising Team



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## KEY DELIVERABLES:

- Achievement of the 3<sup>rd</sup> party Challenge, Miscellaneous Event and assigned Community Event income budgets and ROI Achievement of all projects to achieve agreed financial and non-financial KPIs
- Responsible for managing the relationship of agreed key supporters
- Effective and timely reporting of income performance and event performance
- Assist with the delivery of donated goods and services for Endure for a Cure and 3<sup>rd</sup> party challenge events, maximising any opportunities for pro bono support and goods for prizes and fundraising incentives
- Work cohesively with the fundraising, research and marketing teams
- Contribution to a cohesive and motivating team environment across fundraising, marketing and research teams

## KEY SKILLS

- Excellent relationship management, event management and project management skills
- Excellent project assistance using the agreed project management tools and process
- Exceptional planning and organising skills with excellent attention to detail and the ability to manage multiple projects with competing priorities simultaneously
- Talented, results driven individual motivated by success
- Financially savvy with an understanding of budget management
- Highly developed interpersonal and customer service skills including ability to relate with all types of supporters and donors and make them feel valued and appreciated
- Strong communication skills across multiple management levels internally and externally to promote a common understanding, build and nurture relationships and create an environment of shared goals
- Ability to work autonomously to execute best practice event marketing and fundraising campaigns and driving excellence through the review and implementation of rigorous policies and procedures
- The ability to “think outside the box” and identify creative methods of acquiring and growing event participants to optimise net income, leveraging emerging trends and establishing a distinctive position for the Institute
- Data driven with strong analytical and reporting skills
- Copy writing and creative skills to develop compelling messages and collateral
- Donor focused, passionate about dealing with people and empathetic to our cause and beneficiaries
- Strong knowledge of fundraising principles and will keep informed and actively seek information about charitable legislative requirements and developments in the non-for-profit sector
- Ability to work independently and in conjunction with the Community Fundraising Executive
- Able to behave in an ethical and professional manner at all times within the culture of Children’s Cancer Institute

## EXPECTED OUTPUTS

- Financial objectives met
- Weekly and monthly reporting to Community Fundraising Executive



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- Strong relationships with key stakeholders and fundraisers
- Successful delivery of events

## MINIMUM REQUIREMENTS

- Advanced computer skills including experience with Microsoft applications, databases and website and digital content management such as Campaign Monitor, , Wordpress as well as online fundraising systems such as GoFundraise or Everyday Hero is highly desirable
- Experience in offline and online fundraising activities is highly desirable
- Demonstrated ability to execute strong project plans
- Demonstrated ability in identifying and resolving problems
- Well-developed interpersonal and customer service skills including ability to relate with all types of donors and make them feel valued and appreciated
- Highly organised with ability to and to fulfil tasks in a timely manner and meet deadlines across multiple projects simultaneously
- Can demonstrate and apply excellent attention to detail
- Ability to develop strategies to improve efficiencies
- Able to take initiative and act autonomously as appropriate to ensure efficiencies and optimum productivity

### Qualifications

- Tertiary education in Event Management or related field or equivalent experience is preferred

### Experience and requirements

- Minimum 2+ years Challenge Event or Community Event experience

### Children's Cancer Institute policies applicable

- Code of Conduct/Ethics
- Whistle-blowing
- Use of Electronic Resources
- Occupational Health & Safety
- Appropriate Workplace Behaviour
- Privacy

## SERVICE STANDARDS AND GENERAL EXPECTATIONS

- Respond to phone calls and emails within 48 hours
- Read internal communications within 48 hours
- Maintain up to date personal information in HRIS system (ConnX)



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## COMPLIANCE AND CODE OF ETHICS AND CONDUCT

Staff members are responsible for ensuring that they are familiar with and comply with their conditions of employment as stated in their individual contract, all Children's Cancer Institute Policies and Procedures and relevant ethical and regulatory guidelines. Staff must be aware that breaches by individuals will not be tolerated or condoned and may be subject to the Disciplinary Action Policy.

Your knowledge and awareness of Children's Cancer Institute Policies and Procedures (including the Code of Ethics and Conduct), will be monitored from time to time to ensure that our compliance program is effective.

Part of compliance adherence involves the use of standardised forms, checklists, and other aids (as appropriate) to ensure that important compliance issues are not overlooked. All forms must be used in accordance with instructions and the procedures as outlined in the relevant policies and procedures to ensure that compliance to the laws and regulations occurs.

## WORK HEALTH & SAFETY

- Must adhere to all WHS policies and procedures including reporting incidents within 24 hours
- Take reasonable care for their own health and safety and the health and safety of other people who may be affected by their conduct in the workplace
- Actively participating in health and safety meeting, training and induction programs
- Complying with all safe work procedures and instructions
- Use equipment in compliance with relevant procedures, without wilful interference or misuse
- Ensure that any hazardous conditions, near misses and injuries are reported immediately to the supervisor and in the WHS reporting system (Myosh)
- Must not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare

## REPORTING STRUCTURE

Position reports direct to: Community Fundraising Executive

Departmental Structure: See Organisation Chart

**Note:** *Reporting structure may change subject to management decisions and business requirements.*