

ROLE PURPOSE



Role Title: Senior Community Partnerships Executive

Division: Public Affairs

Location: Australia

Date: March 2024

Employment type: Full time, Permanent with flexible work arrangement

Reports to: Head of Global Strategic Philanthropy

Number of direct reports: One

Leadership Band: Leads Others

Purpose of the role:

The Senior Community Partnerships Executive is accountable for leading and managing the growth and development of The Foundation's community fundraising, supporting individual fundraisers to organising virtual and physical fundraising events. You will work with the team to develop new initiatives and generate new innovative ideas enhancing The Foundation's community fundraising portfolio. This role will draw on extensive experience in project management, strategic planning, event organisation and online marketing.

The Senior Community Partnerships will own the outcomes of:

1. Project Management and Event Organisation

- o Leading the delivery and implementation of successful fundraising events and partnerships program
- o Build and maintain strong, collaborative working relationships with event partners as well as internal with the Corporate Partnerships and Public Affairs division, to deliver against shared outcomes for The Foundation and corporate partners.
- o Manage the development and implementation of the fundraiser and donor communications strategy with the support of external suppliers where required, to significantly grow income and maximise the participant and supporter experience.
- o Account manages agencies, consultants and other key suppliers working on The Foundation's event.
- o Help develop and implement an event marketing plan with marketing partner.
- o Manage all insurance requirements for events including public liability and personal accident policies for participants, staff, volunteers, and contractors.
- o Supervise a team of staff, temps, interns and volunteers to service fundraising activities, particularly during peak periods, ensuring efficient oversight of fundraising practices and fostering stronger supporter relationships.
- o Review and monitor competitors and innovations in the charity challenge space in Australia and overseas.
- o Work to leverage and integrate Freds Big Run and Sydney Harbour Hike across other areas of the business as appropriate to align with the wider goals of the PA team.
- o Oversee the technical development of all online fundraising platforms and its integration with event registration, and multiple other fundraising platforms and payment gateways, in conjunction with the IT team and the online marketing team.

2. Relationships Management – Event Participants, Stakeholders, Donors

- o Effective fundraising communications and liaising with events fundraisers and donors to generate significant income and maximise the participant and supporter experience.
- o Respond to and manage a wide portfolio of Community Fundraising supporters for The Foundation.
- o Assist with developing the digital and social media marketing of Community Fundraising initiatives and support the implementation for Fred's Big Run and Sydney Harbour Hike and other on-line events such as Quick as Thieves or Search 4 Hurt.
- o Work closely with the wider Partnerships team to identify opportunities for sponsorship and other partnerships linked to key community fundraising events.
- o Collaborate closely with the Communications and Brand team to develop media and ambassador opportunities for Community Fundraising events.
- o Work with colleagues in other international markets to support community fundraising initiatives and provide support and guidance where necessary.

3. Corporate Sponsorship Development

- o Prospect research and quantifying leads to align with The Foundation's fundraising events.
- o Acquire new contacts to recruit as potential Corporate Event Sponsors
- o Work closely with the Corporate Partnerships team to help secure corporate partners for The Foundation's events.

- Leverage existing relationships to grow into Corporate Sponsor and Partnership opportunities.
- Co-design activities with the Corporate Partnerships team as an attract offering to new and existing Corporate Partners and their staff.
- Assist to identify cross-sell opportunities with corporates, sponsors and supporters for key community partnership events.
- Source non-financial contributions that reduce organisational bottom-line (events)

4. Cross-team projects and communications

- Work closely and collaboratively with Public Affairs on implementation of events online and e-communications, in consultation with external agencies.
- Manage cross-divisional relationships for all CF Events working with the Corporate Partnership, Donations and Database, Finance and Communications and Community Education teams.
- Work collaboratively with the online marketing team to proactively and effectively enhance supporter relationships, to develop best practice communications and to grow fundraising income.
- Consult and work collaboratively with the digital team and the online marketing teams, to streamline technical support for all event platforms.

5. Reporting, analysis, evaluation and data management

- Develop and provide regular CF events analysis and reporting, identify gaps and develop successful strategies to drive income growth opportunities for improved retention and communication.
- Undertake regular reviews of CF events to identify growth opportunities and areas for improvement.
- Monitor project work-in-progress, timelines and milestones to ensure key deadlines and targets are achieved.
- In addition to evaluating quantitative measures, evaluate strategies utilising qualitative measures including stakeholders, partners, participants and supporter feedback.

6. Compliance and planning

Actively participate in the preparation, implementation and reporting of plans and forecasts in line with agreed measures and timeframes.

- Demonstrate compliance with all legislation and The Foundation's policies and procedures.
- Assist with development, testing and implementation of new innovative fundraising or payment platforms supporting the Community Fundraising and wider PA teams.

7. tasks as requested by your manager.

Our Capabilities:

As a member of The Foundation Family you will:

1. Live by the values of The Foundation and support The Foundation's culture, performance and brand.
2. Adhere to all The Foundation's policies and procedures.
3. Strengthen the health, safety and well-being of all/look out for the well-being.
4. Lead, collaborate and contribute in all interactions.



Essential Experience:

- Proven experience in partnerships building and project management.
- Strong project management and problem-solving skills and ability to prioritise competing deadlines.
- Proven experience prospecting new opportunities for a business and proven success in onboarding a partnership.
- Experience across the systems, processes, code of ethics and operations that underpin best practice fundraising.
- Practical experience with best practice fundraising strategies and systems in a humanitarian setting.
- Knowledge of Australian and global philanthropic and corporate giving trends and experience applying this to successful fundraising initiatives.
- Extensive experience working with diverse database and fundraising platforms.
- Excellent Excel and general Microsoft knowledge.
- Experience in delivering and managing logistics for a successful mass market event.

Skills:

- Excellent interpersonal skills with a proven record of building successful relationships with donors and a diverse range of other internal and external stakeholders.

Desirable Experience:

- Experience in international development & NFP sector.

- Ability to connect the hearts and minds of fundraisers and donors on scale through compelling storytelling and case studies, together with evidence, research, data, and impact.
- Ability to listen, engage, negotiate, and influence across a broad range of diverse stakeholders, including team leads, leadership teams, CEO and Board members.
- High level of attention to detail, process driven, outcomes focused.
- Motivated and a 'can do' attitude with a problem-solving approach to work.
- Strong time management skills
- Ability to motivate and lead a small team

Qualifications:

Relevant tertiary qualifications in marketing, communications, fundraising or a related field

Travel:

Domestic (as required)

This role purpose defines the broad accountabilities of the positions, which may change based on organisational need. Please refer to the divisional, team and individual work plans for more specific details

The position involves:

This position is recognised as having "Contact with Children" either direct or indirect

This position does involve "Working with Children" either direct or indirect.

This position does involve working with beneficiaries, donors, and other partners.

Additional Responsibility:

Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.

To work in The Foundation, you will:

- Be eligible to work in Australia and other regions where you will be based.
- Undergo background check including criminal records and qualifications check.
- Undergo working with children check for positions that are identified as working with children