



## POSITION DESCRIPTION

<b>POSITION:</b>	Chief Events & Fundraising Officer
<b>REPORTING TO:</b>	Manager Marketing Fundraising and Communications
<b>REPORTS:</b>	NIL; high level of interaction with stakeholders and volunteers
<b>KEY RELATIONSHIPS:</b>	<b>safe steps</b> Family Violence Response Centre CEO, General Manager Strategy and Development, volunteers and stakeholders
<b>POSITION STATUS:</b>	Permanent Part-time (0.8EFT)

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### 1. PRIMARY OBJECTIVES

Within the parameters of our constitution, service philosophy and the policy framework established by the Board, and under the direction and supervision of the Manager Marketing, Fundraising and Communications, the Chief Events and Fundraising Officer will:

- Take a lead role in developing, planning and executing **safe steps'** fundraising and awareness-raising events
- Engage with community stakeholders, responding to enquiries regarding donations of gifts in kind, volunteering and community fundraising activities to maximize and leverage support for **safe steps**
- Lead the development of robust community fundraising initiatives to drive income growth and meet targets
- Lead the development and maintenance of the volunteer Survivor Advocate program
- Support the implementation of the organisation's marketing, fundraising and communications strategy
- Understand and commit to **safe steps'** principles and values to achieve the organisations strategic intent.



## 2. ORGANISATIONAL CONTEXT

From grassroots beginnings over 40 years ago, **safe steps** Family Violence Response Centre has grown to become **a leading first response service in Victoria** for women and their children experiencing family violence.

Today, **safe steps** Family Violence Response Centre provides 24/7 immediate expert intervention, support, advocacy and referral pathways to women and children throughout Victoria to ensure that those at highest risk receive an immediate family violence response to keep them from harm. Underpinning this function, we work towards a community free from family violence through advocacy, education and social change initiatives.

## 3. KEY RESPONSIBILITIES

The Marketing, Fundraising and Communications (MFC) unit is a key function for **safe steps** Family Violence Response Centre. Led by the Manager of MFC, and overseen by the General Manager Strategy & Development, the MFC unit is designed to implement and maintain key initiatives to build brand awareness, develop and maintain relationships with key stakeholders and generate income.

### Events

- Plan, develop and manage all existing **safe steps** events such as the Candlelight Vigil, SAFETea for Women and an annual event, ensuring that all events and activities are delivered on time, to budget and to the highest standard, meeting strategic imperatives.
- Plan, develop and implement new **safe steps** events which help meet strategic imperatives.
- Maintain current, and seek out new, relationships with sponsors, supporters and suppliers for events.
- Secure cash donations and in-kind sponsorship/support for each of the organisation's major events.
- Provide a detailed written project plan prior to events, as well as a comprehensive debrief and analysis at the end of each event.
- Seek input from relevant parties from events in relation to feedback on successful or unsuccessful aspects of the event, possible areas for improvement or areas to be expanded or downsized/removed.
- Attending and participating in external awareness/fundraising events, speaking engagements and/or functions on behalf of **safe steps** which may fall outside normal business hours as required.



### **Community Fundraising**

- Drive organisational community fundraising campaigns including, but not limited to, Steps4Change and Give-it-a-Miss Kringle.
- Manage activity and content on third party fundraising platforms including Everyday Hero, Go Fundraise, Give Now, Good2Give and Good Company.
- Identify and develop new and innovative opportunities for **safe steps** to access additional and sustainable sources of income through the creation of a diverse and robust community fundraising strategy.
- Drive the organisation's community fundraising activity to encourage individuals, schools, corporate groups, businesses, community groups, auxiliaries to engage in their own fundraising activities to raise funds to support **safe steps**.
- Respond to community fundraising enquiries; facilitate registration of fundraising activities and events; provide support and materials as required.
- Prepare written reports on community fundraising activity as required.
- Engage media where appropriate, and as directed, to support community fundraising activity and/or the presentation of funds.

### **Supporter Engagement**

- Identify, create and build strong targeted relationships with both internal and external stakeholders in order to increase operational income and achieve strategic goals of organisation.
- Assist and support those who wish to make financial or gifts in kind donations, or who are seeking information about the work of **safe steps** or family violence.
- Build relationships with appropriate bodies within the corporate sector and identify and secure potential sponsorship opportunities
- Assist with the sourcing of in-kind donations that will have a direct impact on the bottom-line.
- Foster supporter relationship management to encourage long-term and repeat giving.

### **Volunteer Survivor Advocate Program**

- Lead the recruitment, training and support of women who are survivors of family violence to provide media comment on their personal experiences of intimate partner, domestic, family violence, sexual assault from a wide demographic to include women with disabilities, CALD women and indigenous women.
- Lead the recruitment and training of women who are survivors of family violence to present at small community group forums to share their personal experiences, to build



further awareness of the scale and impact of violence against women in our communities and to build brand awareness of **safe steps**.

- Develop and maintain a comprehensive pool of volunteer survivor advocate profiles and case studies.
- Source media advocates for select media interviews, manage key messages, preparation, interview support and debriefing.
- Schedule and facilitate team meetings of advocates to provide support, refresher training and build a sense of community.
- Plan and hold recognition events to celebrate contribution of survivor advocates.
- Prepare written reports on media activity as required.

#### **Other duties**

- Participate fully in a positive and constructive manner as a member of the **safe steps** team and demonstrate leadership that is consistent with the values of **safe steps** and works towards the organisational goals as outlined in the Strategic Plan.
- Attend meetings (including staff/planning and sector), supervision and professional development activities as required
- Develop constructive and professional relationships, and maintain excellent communication, with **safe steps** employees and volunteers.
- Act up, down and across within the Marketing, Fundraising and Communications team as required.
- Other duties as may reasonably be required from time to time.

#### **SELECTION CRITERIA**

- Demonstrate at least 5 years' experience and achievements in running events, public relations and/or community engagement in either a corporate or not for profit environment
- Outstanding ability in relationship management
- Exceptional project planning skills
- Excellent verbal, digital and written communication skills.
- Track record in working to budget within tight deadlines
- Conscientious, reliable and flexible with a strong sense of accountability
- Excellent attention to detail
- A strong alignment with the mission and values of **safe steps**



## **Qualifications and Experience**

### Essential:

- Relevant university degree of higher education qualification
- At least 5 years' experience in event management either in a corporate or not for profit environment
- As least 3 years' experience in community engagement and or fundraising in either the corporate or not for profit sectors
- Excellent verbal and written communications skills

### Desirable:

- Experience in fundraising and the not-for-profit sector
- Excellent skills in public speaking
- Track record in volunteer management
- Current membership with Public Relations Institute of Australia (PRIA) and or with Fundraising Institute of Australia (FIA)

### **Other**

- The provision to work legally in Australia
- Satisfactory checks of the below are conditions of this position:
  - Police records check. (repeated every 3 years)
  - Working with Children check. (repeated every 5 years)
- Full, Victorian Drivers Licence

## **5. EQUAL OPPORTUNITY EXEMPTION**

**safe steps** is exempt from the provisions of the Equal Opportunity Act 2010 which would otherwise require the appointment to this position to be a on non-gender specific basis. Applications for this position will be considered from women only (Exemption H42/2017).

## **6. IMPORTANT INFORMATION**

- All offers of employment are subject to satisfactory background checks including a National Police Check (including an international police check if resided continuously in an overseas country for 12 months or more in the last ten years), Working with



Children Check, disclosure of previous or current disciplinary action, referee checks, proof of eligibility to work in Australia and qualification checks.

- Where background checks are not to the satisfaction of **safe steps** in its absolute discretion, the offer of employment may be retracted or terminated.
- If you are offered employment with **safe steps** and are not currently an existing employee you will be required to disclose full details of any pre-existing injuries or illness that may be affected by the work and/or undergo a health assessment. The disclosure/health assessment is conducted to ensure you have the health and mental capacity to meet the requirements of the position and to identify any adjustments that may need to be made in the workplace. Failing to notify or hiding a pre-existing injury or illness which might be affected by the nature of the proposed employment, could result in that injury or illness being ineligible for future compensation claims.

## 7. STAFF ACKNOWLEDGMENT

I have received, reviewed and fully understand the position description.

Employee Name	
Employee Signature	
Date	