



## Marketing and Fundraising Manager, NSW Police Legacy

### Employment Conditions

**Hours:** 37.5 per week

**Work location:** 154 Elizabeth Street, Sydney

**Commencement Date:** By negotiation. Position is vacant from 26 March 2019.

**Salary:** Competitive salary and salary packaging

### About NSW Police Legacy

NSW Police Legacy was originally established to care for the widows, widowers, partners and dependent children of deceased NSW police officers.

Today, we care for many members of the wider police family, including our police legatees, the parents of deceased police officers through the parents' support network, special constables, serving and retired police and their families facing necessitous circumstances, and former police and their families as they transition from a career in policing to civilian life through BACKUP for Life.

We take pride in developing long lasting relationships with our families to ensure their needs are being met, whether that be through covering the costs of their children's education, providing referrals to bereavement counselling and other social services, or introducing them to other police legacy families in their area through local social events and activities.

### Our Vision

The preeminent police charity protecting the police family.

### Our Purpose

To build a strong, resilient and charitable police family.

### Our Values

#### Respect:

We honour the proud tradition of policing and the police family.

#### Compassion:

We take pride in providing compassionate, continuous and long-term support to the people in our care.

#### Family:

We embrace the camaraderie and unique bond shared across the police family.

Further information can be obtained by viewing our internet site at:

[www.policelegacynsw.org.au](http://www.policelegacynsw.org.au)

## Application and Recruitment Process

Applicants should provide a copy of their resume, and a written response addressing how they meet the minimum requirements (education and experience, and specific knowledge and skills) for the role as set out in the position description.

Applicants should provide two work related referees with their application.

Applications should be submitted to Kellie Cooper, Chief Operating Officer, NSW Police Legacy via email [kellie@policelegacynsw.org.au](mailto:kellie@policelegacynsw.org.au) by the 29<sup>th</sup> April 2019.

Selected applicants will be asked for an interview. Interviews will be arranged from the week commencing 29<sup>th</sup> April 2019.

An offer of will be made as soon as possible following the interview process.

*Note:* The successful candidate will require satisfactory completion of a police criminal record check and a working with children check.

## Position Description

POSITION IDENTITY		
<b>Position Title:</b> Marketing and Fundraising Manager		<b>Date</b> Updated March 2019
<b>Position Reports to</b> Chief Operating Officer	<b>Roles reporting into</b> Media and Communications Coordinator Community Fundraising Coordinator	<b>Approved by</b> Chair, Board of Directors
ORGANISATIONAL CONTEXT		
<p>New South Wales Police Legacy (NSWPL) is a not-for-profit organisation dedicated to caring for the Police Family since 1987.</p> <p>The NSW Police Force is Australia's largest Police organisation and one of the biggest in the English-speaking world. It is a large and diverse workforce with over 17,000 dedicated serving Police Officers who protect our community.</p> <p>The Police Family extends far and wide and encompasses not only our serving and retired Police Officers but also their families; wives, husbands, partners, parents and children.</p> <p>NSWPL has twelve employees lead by the Chief Operating Officer, overseen by a fulltime Chair and a Board of serving and retired Police Officers and external experts, and supported by Volunteers.</p> <p>Primarily, NSWPL has four elements to its operations:</p> <ol style="list-style-type: none"> <li>1. Delivery of support services to Legatees;</li> <li>2. Delivery of programs and support services to former, transitioning police and their families</li> </ol>		

3. Fundraising, to enable delivery of support services; and,
4. Management oversight, governance and administration.

### **POSITION OVERVIEW**

NSWPL is chiefly funded through salary deduction donations by serving Police Officers, and its own fundraising initiatives. The Marketing and Fundraising Manager is accountable for planning, marketing and implementing programs that generate and increase revenue for NSW Police Legacy to use in supporting its Legatee programs.

The focus areas for the Marketing and Fundraising Manager include:

- Contribute to NSW Police Legacy’s long term growth and development by attracting and securing financial support from strategic fundraising programs including regular giving, workplace giving, corporate sponsorships and partnerships, third party fundraising activities, events, and other initiatives.
- Developing, managing and delivering marketing and communication strategies to ensure a strong ongoing profile and presence for NSW Police Legacy.
- Managing NSW Police Legacy’s branding, promotion, profiling and social impact.
- Build and maintain strong relationships with external and internal stakeholders.
- Lead and manage the Media and Communications Coordinator, and the Community Fundraising Coordinator.

### **KEY RELATIONSHIPS and INTERACTIONS**

<b>Internal</b>	<b>External</b>
Board	Police Officers
Chief Operating Officer	Suppliers
NSWPL staff	Donors
	Sponsors

### **CONDITIONS PRECEDENT**

1. Not convicted of any offence such as fraud or offences under Company Law such as breach of any duties as a director or insolvent trading, or
2. Not imprisoned for any offence relating to (4) above within the last 10 years.
3. Current Police check
4. Current Working With Children Check

### **POLICY**

Undertake all duties and activities in an ethical manner in adherence to the Employment Agreement, Employee Handbook, and relevant policies and procedures.

### **MINIMUM REQUIREMENTS**

<p><b>Education and Experience</b></p>	<ul style="list-style-type: none"> <li>• Relevant tertiary qualification in Marketing, Communications or Business.</li> <li>• A minimum of 5 years' relevant experience in marketing and fundraising.</li> </ul>
<p><b>Specific Knowledge &amp; Skills</b></p>	<ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills with the ability to communicate effectively with all stakeholders.</li> <li>• Exceptional relationship management skills with experience in engaging and influencing a range of stakeholders to achieve mutually beneficial outcomes.</li> <li>• Experience in direct marketing and communications activities.</li> <li>• Proven track record of achieving fundraising targets.</li> <li>• Excellent project management and planning skills with a demonstrated ability to meet deadlines.</li> <li>• Experience in strategy development and implementation.</li> <li>• Excellent interpersonal skills with the experience in managing a team and creating a positive team culture.</li> <li>• Demonstrable ability to overcome barriers with a flexible and collaborative approach.</li> <li>• Experience in managing project budgets, contracts, and conducting program evaluations.</li> <li>• Willingness to commit to the vision, purpose, values and objectives of NSW Police Legacy.</li> </ul>
<p><b>KEY ACCOUNTABILITIES AND TASKS</b></p>	
<p>Fundraising</p>	<ul style="list-style-type: none"> <li>• Develop and implement an overarching, comprehensive fundraising plan in collaboration with the COO and in consultation with the Board that includes strategies for achieving a range of public and private sector revenue-raising efforts with short, medium and long-term goals and targets. These will include but not limited to developing a regular giving program, increasing workplace giving, increasing corporate partnerships and developing a bequest and major donor strategy.</li> <li>• Maintain and service existing corporate partners, sponsors, and supporters. Attract and secure new sponsors, partners and supporters. Develop and implement philanthropic-giving programs and campaigns. Ensure that all partnership and sponsorship-building efforts include long-term commitment, maximise leveraging opportunities on behalf of partners and sponsors, and reflect the NSW Police Legacy brand and its unique value proposition in a positive and effective manner, and build NSW Police Legacy's profile, credibility and reputation.</li> <li>• Primary point of contact for all stakeholders connected with NSW Police Legacy's fundraising efforts. Create and maintain accurate and up-to-date fundraising contact</li> </ul>

	<p>databases, including a record of potential fundraising leads and donor journeys.</p> <ul style="list-style-type: none"> <li>• Manage the preparation and maintenance of all fundraising-related documentation including proposals, contracts, activation plans, promotional events and launches and associated logistics, and post-event acknowledgement.</li> <li>• Prepare reports on the outcomes of all fundraising efforts, and provide status updates and cost-benefit analyses for the Board and the COO.</li> <li>• Ensure that governance and risk management documents are maintained for third party fundraising activities to ensure and retain the charitable status of NSW Police Legacy and to remain compliant with all statutory and regulatory obligations for the Office of NSW Fair Trade and Investment, Office of Liquor, Gaming and Racing (OLGR) , Australian Taxation Office (ATO) and the Australian Charities and Not for Profit Commission (ACNC) as well as the governing documents of NSW Police Legacy Limited.</li> <li>• Ensure that all of NSWPL fundraising efforts are achieved within budgets approved by the Board. Achieve expected income targets including but not limited to revenue from; workplace giving, corporate sponsors, local business partnerships, media partnerships, third party fundraising, and fundraising events ensuring that support from all sources is maximised.</li> <li>• Manage and ensure all financial, marketing and other contractual obligations relating to all partnerships and grants are met and up-to-date, and develop and maintain systems for monitoring all such obligations.</li> <li>• Lead and manage the Community Fundraising Coordinator to support the administration, delivery and achievement of all responsibilities on budget and to schedule, and to collaborate with external fundraising committees to manage and oversee all NSW Police Legacy fundraising activities and events including signature events; Blue Ribbon Ball, Remembrance Bike Ride, Kokoda Trek and NSW Police Boxing and the annual Blue Ribbon Raffle.</li> </ul>
<p>Marketing and Communications</p>	<ul style="list-style-type: none"> <li>• In consultation with the COO and the Board, develop and implement a marketing plan including strategies and targets to increase and grow audiences, participants, increase links and support in business, media and generally build NSW Police Legacy's brand, enhancing its profile, presence and reputation across the State.</li> </ul>

	<ul style="list-style-type: none"> <li>• Collaborate with the management team to develop, manage and achieve, within realistic and closely monitored time-lines, separate strategies and targets for individual programs and events addressing participants, promotion and publicity.</li> <li>• Manage and oversee all of NSW Police Legacy's marketing and communications materials, including but not limited to publications, advertisements, signage, banners, flyers press releases, newsletters, annual report, and online communication including the NSW Police Legacy website and social media ensuring that all content is current and maintained and in adherence to all relevant social media and privacy policies.</li> <li>• Develop and maintain effective relationships with existing and potential stakeholders, media, donors, patrons, partners, sponsors and other business supporters, government, and representatives of other external agencies.</li> <li>• Manage and deliver all marketing and communication strategies in collaboration with the Marketing Coordinator within approved budgets. Participate in event and fundraising evaluations, including preparation of a final reconciliation of marketing budgets and an evaluation of the effectiveness of implemented strategies, budgets, staffing, and the economic impact and details of overall outcomes along with recommendations for future events and fundraising.</li> <li>• Lead and manage the Media and Communications Coordinator to support the administration, delivery and achievement of all responsibilities on budget and to schedule.</li> </ul>
General	<ul style="list-style-type: none"> <li>• Promote and support volunteers and volunteers groups that generate income for the organisation.</li> <li>• Community engagement. Represent NSW Police Legacy as required in the public arena.</li> <li>• As directed by the Executive of the Board or Chief Operating Officer, perform any other duties outside scope listed above as required to ensure smooth operations of NSW Police Legacy.</li> </ul>