

## Events Marketing & Fundraising Manager

We are on the hunt for a dynamic and driven Manager of Events and Fundraising to join our team and lead the charge in creating unforgettable experiences and driving impactful change!

### Ready to Make a Difference?

**The key purposes of this role are to provide strategic leadership in developing and maintaining a sustainable fundraising business, as well as to lead a team in executing fundraising campaigns to meet budgetary goals. This involves creating effective strategies for event marketing and fundraising campaigns, managing the development of event plans, and ensuring budgeted revenue outcomes are achieved. Additionally, adherence to organizational values, policies, and procedures is essential for success in this role. The manager will also need to navigate challenges such as industry competition, coordinating with various stakeholders, and aligning strategies with market demands.**

### Here are just a few reasons why you should join MS Plus:

- You'll have the opportunity to lead, deliver and enhance a portfolio of high-profile mass participation fundraising events, including iconic events such as 'The Gong', (the incredibly successful MS Sydney to Wollongong Bike Ride), The May 50K, MS Mega Challenges and the MS Walk, Run + Rolls.
- You will lead a large, experienced team of fundraising and event marketing professionals who have lots of passion and enthusiasm.
- You'll have the opportunity to use your business acumen and creative skills to develop innovative and unique ways to achieve fundraising targets.
- You will use your well-honed people management skills to develop and support your team to success.
- You will have access to professional development opportunities and a wealth of contemporary knowledge, which is shared to empower and enable our stakeholders and team.
- You will join an organisation with a reputation for excellence.
- **Our Services truly change people's lives.** We regularly hear from our clients that they have become more independent, social and empowered thanks to the support MS Plus provides. That will be because of you bringing in much-needed funds to support our programs.

### About Us:

MS Plus has been operating for more than 65 years, helping people living with multiple sclerosis live well – in VIC, TAS NSW, and the ACT. We provide evidence-based advice, information, education, employment support, and around the clock support through our residential care services, as well as contributing funds to MS research.

MS Plus aspires to be the home of comprehensive support for neurological conditions, supporting people to break down barriers, achieve goals and live well. At MS Plus your fundraising efforts will empower and support many others.

### **Key Responsibilities**

- Lead the strategic development of event marketing and fundraising campaigns.
- Managing events, fundraising, and marketing business plan and budget in conjunction with the Executive Manager, Strategic Fundraising.
- Collaborate with stakeholders to create a sustainable fundraising business model.
- Manage and mentor a team to execute fundraising initiatives effectively.
- Ensure fundraising campaigns meet or exceed budgeted revenue targets.
- Analyse industry trends and adjust strategies to maintain competitiveness.
- Evaluate marketing and fundraising results to optimize future campaigns.
- Provide expertise in budget development and financial management.
- Uphold organizational values and promote a positive workplace culture.
- Ensure compliance with policies, procedures, and industry regulations.
- Demonstrate strong leadership and decision-making skills.
- Drive innovation and continuous improvement in fundraising strategies.
- Communicate effectively with internal and external audiences.
- Adapt to changing priorities and manage competing demands.
- Promote teamwork, collaboration, and empowerment among team members to achieve their best.

### **Your Key Challenges**

- Navigating a competitive event fundraising landscape to meet fundraising targets.
- Coordinating cross-departmental and external stakeholder efforts.
- Adapting strategies to respond to market competition and changing priorities.
- Managing competing demands across multiple events and campaigns.

### **To thrive in this role, you need to be:**

- Proven multi-campaign and marketing knowledge and experience honed over many years.
- Brings over 5 years of managerial experience in fundraising.
- A proven track record of meeting objectives and delivering solutions.
- Strong leadership abilities with effective team management skills.
- Contributes to decision-making processes beyond individual responsibilities.
- Exceptional networking skills for cultivating and maintaining relationships.
- Proficiency in achieving results through influence and consultation.
- Pragmatism, assertiveness, and sound judgment in decision-making.
- Resilience and adaptability to diverse challenges.
- Excellent stakeholder management ability.

- Holds tertiary level qualification in marketing, communication, or related fields.
- The ability to contribute effectively to decision-making processes beyond your individual responsibilities.
- Excellent verbal, written and interpersonal communication skills.
- Strong computer literacy and exposure to CRM systems.

**What we are offering:**

- Permanent Full-Time providing stability and opportunity for growth.
- Flexible Work Arrangement: While adhering to standard office hours, enjoy the flexibility of a hybrid working model, with the option to work remotely for 2 days a week. Occasional after-hours and weekend commitments are expected to support and oversee the events schedule.
- Competitive Remuneration: Enjoy a competitive salary package and attractive benefits such as: generous salary packaging (more take home), Birthday leave, purchased leave, free parking and professional development opportunities.

**If successful, you will need to:**

Undergo background checks, including a national police check, and provide verification of the right to work in Australia.

**What to do now:**

**If this job is for you, please click apply now!**  
[recruitment@msplus.org.au](mailto:recruitment@msplus.org.au)

Should you have any questions about the role, please contact Ben Holgate, Executive Manager, Strategic Fundraising on 0412 227 154 or [ben.holgate@msplus.org.au](mailto:ben.holgate@msplus.org.au)

If you would like a copy of the Position Description, you can email [p&cservicedesk@ms.org.au](mailto:p&cservicedesk@ms.org.au)

MS Plus is an equal opportunity employer and encourages applications from people with a lived experience of disability, Aboriginal and Torres Strait Islander peoples and people from culturally and linguistically diverse backgrounds.