



Position Description

POSITION TITLE:	Campaigns and Fundraising Officer
LOCATION:	The position will be based in Canterbury
RESPONSIBLE TO:	Manager - Fundraising
RESPONSIBLE FOR:	NIL Reports

ORGANISATIONAL CONTEXT

MND Victoria is dedicated to providing the best possible support for people living with motor neurone disease (MND). 'People living with MND' includes people who have been diagnosed, families, carers, former carers, friends, workmates, service providers and any other person whose life is, or has been, affected by MND.

MND Victoria was formed in 1981 by a group of volunteers with the strong involvement of people with MND, their families, health professional and other concerned people to address the absence of a coordinated response to MND. It is a state-wide not-for-profit organisation, predominately self-funded situated in Canterbury in the eastern suburbs of Melbourne.

Services and supports to people living with MND or some other unrepresented neurological diseases, that cause disability, are delivered at no cost to the client. They are coordinated and provided through MND Victoria Support Services. Volunteers are a vital part of MND Victoria and work across most program areas.

Our Vision: "The best care until the world is free of MND"

Our Mission: To provide and promote the best possible care and support to people living with MND.

Our motto: Until there's a cure, there's care.

POSITION CONTEXT

The focus of all MND Victoria's activities is to:

- support people living with MND in their own community or residence of choice;
- ensure that the generic service systems of health, disability and aged care are able to meet the needs of people living with MND;
- ensure that no person with MND has a high level of unmet needs.

The Community Engagement Team implement strategies to secure and increase independent income that provides the capacity to develop and support our services for people living with MND whilst also ensuring community awareness of the impacts of motor neurone disease, our organisation, and the work we do.

POSITION PURPOSE

The Campaigns and Fundraising Officer will work collaboratively within the Community Engagement Team to maximise fundraising initiatives at MND Victoria. For 43 years, MND Victoria has relied heavily on our incredible supporters who contribute financially, take part in our major fundraising campaigns, and raise awareness about MND and MND Victoria's services. This position is designed to maximise our campaign and fundraising acquisition,

activation, and engagement levels with our community. The Campaigns and Fundraising Officer will be tasked with the responsibility of delivering on our current plans and strategies whilst investigating new ideas and strategies that will resonate with our community and inspire action.

KEY AREAS OF RESPONSIBILITY

The Campaigns and Fundraising Officer will play a major role in every stage of MND Victoria's campaigns that include: The Great MND Relay, Shut Up! For MND and our Regular Giving program. This involves the development and implementation of innovative strategies to acquire, activate, and engage our community and maximise fundraising opportunities. This position will work collaboratively with the Community Engagement Team to harness collective expertise and creativity to create brand aligned campaign strategies, help attract new fundraisers, and empower existing supporters. The MND community are passionate and dedicated supporters of our Association, and this role will help ensure our community have opportunities to get involved and support our mission.

1. Plan and execute MND Victoria's fundraising and awareness raising campaigns whilst using innovative strategies to maximise community engagement and awareness.

- Develop and implement strategies to acquire, activate and engage our community's involvement in existing campaigns – Shut Up! For MND, The Great MND Relay, Day of Hope and Remembrance, and our Regular Giving Program.
- Analyse performance and reviews of campaigns, utilising data from CRM as well as information from external sources to ensure ongoing effectiveness.
- Provide reports and recommendations to Fundraising Manager to ensure quality decisions are made to achieve the best possible outcomes for future campaigns and events.
- Create strong relationships with internal and external stakeholders to keep all relevant parties involved and informed about MND Victoria's campaigns and fundraising activities.
- Keep up to date with campaign trends, donor behaviours and marketing tactics to be well informed, and share insights to the Community Engagement Team.

2. Drive fundraising acquisition and activation through new and existing campaigns and fundraising initiatives.

- Create brand aligned fundraising and campaign strategies to help attract new fundraisers and empower existing supporters.
- Provide donor centric experiences through outbound and inbound avenues, including through phone, email, and online channels.
- Identify opportunities for innovation within new and existing campaigns to help drive fundraising and increase MND Victoria's profile.
- Provide advice and direction in creating brilliant supporter experiences. This involves, but is not limited to, our communication journeys, website experiences, fundraising resources, and fundraising empowerment.
- In collaboration with the Community Engagement Team - identify and advise marketing strategies for campaigns to reach maximum potential.

- Identify opportunities to engage MND Victoria's existing pool of volunteers and staff.
- 3. Administer MND Victoria's merchandising program.**
- In conjunction with the Community Engagement Team - identify and acquire appropriate merchandise that aims to increase revenue, awareness, and engagement.
 - Work in conjunction with merchandising volunteers to manage all orders and ensure packing and sending methods are appropriate.
 - Monitor, review, and report on merchandise as an effective fundraising, donor care and promotional investment.
- 4. Actively participate in a team focused approach to the provision of Community Engagement activities and the on-going sustainability of the organisation.**
- Actively contribute to team meetings and participate in the growth and development of the team.
 - Support fellow team members whilst respecting individuality.
 - Contribute to the continuous improvement of MND Victoria's fundraising, communications, and management practices.
 - Participate in regular supervision with the Fundraising Manager and the annual performance management process, including the development of an individual training plan.
 - Participate in professional development opportunities in the fields of donor care, fundraising, and communications in not-for profit organisations.
 - Actively contribute to the development of a safe working environment according to established Occupational Health & Safety practices and procedures.
 - Other duties as required, and appropriate to role.

KEY SELECTION CRITERIA

Essential

- Previous experience working in the non-profit sector and in a fundraising role.
- Strong understanding of current and best practice fundraising methods.
- A strong sense of initiative, creativity and ability to thrive under pressure of campaign deadlines.
- Demonstrated experience in implementing projects in a fundraising environment, to achieve identified outcomes within agreed deadlines.
- Passion, motivation and a willingness to be a positive member of a dynamic team.
- Outstanding written and verbal interpersonal and communications skills.
- Demonstrated experience working independently and as part of a team.
- Excellent computer literacy, especially Word, Excel, PowerPoint and Outlook.
- Current Victorian Driver's Licence.

Desirable

- Tertiary qualification in events, marketing, sales or a related field.
- Demonstrated ability to project manage in a team environment.
- Ability to build and maintain strong relationships with a broad range of internal and external stakeholders.
- Demonstrated attention to detail and the ability to juggle competing deadlines.
- Demonstrated negotiation and creative problem-solving skills.
- Experience or understanding of working with people with degenerative neurological conditions.

CONDITIONS OF EMPLOYMENT

- Full-time position – 38 hours per week.
- Salary packaging available.
- Social, Community, Home Care and Disability Services (SCHADS), Level 2
- Position is subject to a 6-month probation period.
- Appointment to the position is subject to a satisfactory police check, NDIA worker check, and signing of the MND Victoria Code of Conduct prior to commencement.
- Smoking is not permitted on MND Victoria premises or in MND Victoria vehicles.
- All staff will take responsibility for a safe and healthy work environment and have a commitment to equal employment opportunity and a workplace free from discrimination and harassment.