



Campaign and Events Lead

- **Fixed Term part time role (up to 4 days available per week)**
- **Parental leave replacement**
- **Based at Very Special Kids, Malvern (NFP)**

This exciting opportunity works closely with the Events Manager to develop and lead delivery of campaigns and peer and peer fundraising strategy. The role is responsible for delivering event campaigns to agreed budget and timings and, will implement strategies to retain past participants and acquire new participants and corporates for Very Special Kids events.

At Very Special Kids, we nurture and foster a culture where our team is empowered, supported and safe through the process of caring for children, young people, and families. As part of our diverse, professional team you will have access to education and training to enhance your personal and professional development; expert specialist resources; and the well-being support you need to make a bigger impact in the lives of children, young people, and their families.

Our new state-of-the-art, purpose-built Sister Margaret Noone Hospice (including hydrotherapy pool) that reopened in August 2023 is a world class facility to support the complex needs of the children and young people in our care.

About Very Special Kids:

At Very Special Kids, we believe that all children and young people have the right to a quality of life, no matter how long or short their life may be. We are a highly respected organisation with circa 100 employees and over 600 volunteers who provide essential, free-of-charge, palliative care services for children and young people living with a life-limiting condition. Very Special Kids provides specialist services for the whole family, including counselling, peer support, bereavement support and respite and end of life care at Victoria's only hospice for children and young people.

Very Special Kids offers its employees a unique and rewarding environment including a supportive team, beautiful setting conveniently located in Malvern close to Glenferrie Road shops, parking and transport in Malvern, salary packaging, health & wellbeing initiatives, and targeted individual development plans.

At Very Special Kids, our goal is for our workforce to reflect the diverse community we serve. We continually seek to employ people of any gender, age, religion, sexual orientation, with a disability, Aboriginal Australians and varied cultural backgrounds. If this sounds like you, please take a look at the position description on our website.

<https://vsk.org.au/who-we-are/careers/>.

Applications are open until **Friday 5 July 2024**. Please include a cover letter, addressing the key selection criteria and an updated copy of your resume via jobs@vsk.org.au. We will review applications as they are received.

Very Special Kids is committed to providing a child-safe environment and requires all staff to have Working with Children Check and Police Record Checks. Clinical Services staff are also required to provide evidence to demonstrate vaccination against COVID-19 and seasonal flu vaccinations.

Position Description

Very Special Kids believes that all children and young people have the right to quality of life, no matter how long or short their life may be.

Position Title:	Campaign Events Lead
Location:	321 Glenferrie Road, Malvern
Department	Fundraising & Marketing
Reporting To:	Events Manager
Main Purpose of Position:	Manage and coordinate fundraising campaigns to grow participation and income of Very Special Kids special peer to peer events and Piggy Bank Appeal.
Number of Direct Reports	1
Decision Making Authority	As per Very Special Kids' Delegation of Authority
Key Relationships	<p>Internal:</p> <ul style="list-style-type: none"> • Events Manager • Events Logistics Lead • Piggy Bank Appeal Coordinator • GM - Fundraising & Marketing • Fundraising & Marketing Team • Volunteer Team • Service Delivery Teams <p>External:</p> <ul style="list-style-type: none"> • Very Special Kids families • Very Special Kids volunteers • Event Committee members • Corporate Partners and community groups • Individual donors, supporters, and fundraising champions • Suppliers, Designers, Copywriters etc
Key Selection Criteria	<p>Qualifications/ Education Training and Work Experience</p> <ul style="list-style-type: none"> • Degree Qualifications in Event Management, Marketing, or related discipline preferable. • Minimum three years' experience in successfully managing large scale fundraising campaigns and / or events or relevant equivalent project management experience. • Experience in running successful peer to peer campaigns, direct marketing appeals or community fundraising initiatives. • Experience in working with online peer to peer platforms.

	<ul style="list-style-type: none"> • Experience in data analytics and insights to inform campaign and fundraising decisions. • Experience in strategic planning, budgeting, and implementation of fundraising plans. • Experience in managing suppliers, including creative/fundraising agencies, copywriters etc • Experience managing supporter relationships. • Experience in co-ordinating human resources preferably utilising large number of volunteers, across all age ranges. • Experience in a community or charity organisation preferable. <p>Knowledge and Skills</p> <ul style="list-style-type: none"> • Excellent written and verbal communication skills. • Ability to manage a variety of multiple complex tasks. • Highly analytical with practical problem-solving abilities Ability to effectively document , financial, and strategic plans and campaign reports. • Networking and negotiating skills that can identify opportunities and maximise financial results. • Ability to set and manage financial budgets. • Excellent presentation and public speaking skills. • Excellent competency levels in computer use including Microsoft Office program and database management software (preferably Salesforce) and online fundraising peer to peer platforms. <p>Personal Attributes</p> <ul style="list-style-type: none"> • Hands-on, highly energetic team player who can coordinate all necessary events responsibilities with a high level of attention to detail, ability to manage multiple tasks, and strong initiative are also important. • Strong interpersonal skills that motivate, mentor and lead others. • A compassionate and socially minded individual who understands and respects the mission and vision of Very Special Kids and the challenges associated with working within the not-for-profit sector.
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Key Areas of Responsibility

Campaign and Event

Key Performance Indicators

Develop and lead delivery of campaign and peer to peer fundraising strategy for 24 Hour Treadmill Challenge (24HTC), VSK's cycling challenge (name TBC) and Piggy Bank Appeal.	Event campaigns delivered as per agreed budgets and timings.
Oversee execution of Piggy Bank Appeal campaign strategy to grow program and merchandise sales.	Growth in number of Piggy Bank Appeal supporters and income
Implement strategies to retain past participants and acquire new participants and corporates for VSK events.	Growth in number of participants and growth in income.
In collaboration with Corporate Partnerships Lead, develop sponsorship opportunities for events	Growth in the value of sponsorship and in-kind support

Implement and manage peer to peer participant journeys to increase engagement, motivate and encourage fundraising.	Increase in average donation and average fundraising amount.
Develop marketing collateral (brochures, recruitment, promotional flyers, pledge forms, signage, banners) to promote fundraising campaigns in the lead up to and during the event	Collateral is on brand and developed to planned timelines
Oversee all data requirements for each campaign and event, including segmentation and targeting strategy	Accurate and clean data received and used across campaign communications.
Manage fundraising platforms by setting up event and integration with Salesforce.	Peer to Peer fundraising platform launched in market to planned timeline.
Develop sales and acquisition strategy to grow event participation and reach.	Increase in the number of new and returned participants / teams / supporters.
In collaboration with Events Manager, develop campaign budgets for each event	Campaigns delivered as per agreed budgets.
Keep abreast of industry trends and recommend new ways to innovate and refresh campaigns to improve efficiencies and support future event growth.	Efficiencies and net income growth achieved through implementation of innovations or improvements
Maintain relevant professional and technical skills required for the position and continually seek to enhance knowledge and improve skills.	Industry 'Best practice' is applied to all activity

Event Logistics

Key Performance Indicators

Collaborate with Event Logistics Lead to ensure the fundraising and marketing campaign is cohesive with the event experience and logistics are delivered to agreed timelines. r VSK events	Events delivered as per agreed budgets and timings.
When required, liaise with external suppliers and negotiate procurement of goods or services pro or part bono.	Increase in value of pro or part bono services.
Partner with the Volunteer Services team to engage volunteers to support events..	Ensure Volunteers are appropriately briefed, inducted and comply with Very Special Kids processes and practices.

Relationship and Network Development

Key Performance Indicators

Oversee performance of direct report, whilst leading, mentoring, and developing them to support campaign and event outcomes.	Clear, achievable goals, priorities and expectations are set.
Manage relationship with key supporters / team captains across the events and ensure ALH venue managers stewarded and engaged.	Increased retention of participants and venues
Work effectively with all members of the Fundraising and Marketing team to achieve the overall fundraising income and expense targets.	Strong and effective working relationships developed across the organisation.
Manage relationships with supporter networks to develop a growing supporter base. Make 'cold' approaches as appropriate via telephone, mail, and face-to-face contact re supporting event and appeal activities.	Achieve income targets and productivity levels.
Partner with Supporter Care & Donation Processing Administrator to co-ordinate receipting and acknowledging and thanking of donors according to VSK strategy.	Receipts sent within 2 working days and participants/donors thanked in accordance with their value of support
Partner with the Marketing & Communications team in developing publicity and promotional activity to maximise fundraising and public awareness of events.	Increase in media and general awareness of key events and campaigns.

Evaluation, Reporting and Financial Control

Key Performance Indicators

Provide timely and appropriate information for the Events Manager and the Fundraising & Marketing Team as required.	Quality of reports and input into regular Management Team meetings and Fundraising & Marketing team meetings/monthly report.
Monitor and meet income and expenditure targets set in consultation with the Events Manager.	Achieve revenue targets and productivity levels.
Complete post campaign and event reports to assess performance and provide recommendations that inform decisions and improvements in future campaigns and events.	Post campaign and event reports completed and key recommendations implemented in future years.
Attend regular department meetings and provide and accept feedback on event progress.	Attendance to meetings and participation to agenda items.

Quality, Safety, and Improvement

Very Special Kids employees have a responsibility and accountability to contribute to the organisation's commitment to Quality, Safety, and Improvement by:

- Acting in accordance and complying with all relevant Safety and Quality policies and procedures
- Identifying risks, reporting, and being actively involved in risk mitigation strategies
- Participating in and actively contributing to quality improvement programs
- Complying with the requirements of the National Safety & Quality Health Service Standards
- Complying with all relevant clinical and/or competency standards
- Complying with the principles of Patient and Family Centred Care that relate to this position
- Complying with the principles of Child Safe Standards that relate to this position

Conditions of Service	
Hours	Part Time – up to 4 days per week Position will require out of hours work during event campaign periods.
Other	Current driver's licence (if required)
Salary Package	Competitive salary, plus superannuation and NFP salary packaging.
Tenure	Fixed Term - Part Time August 2024 to July 2025
General	Very Special Kids is committed to providing a child-safe environment and requires all staff to have Working with Children Check and Police Record Checks. Clinical Services staff are also required to provide evidence to demonstrate vaccination against COVID-19 and seasonal flu vaccinations.

Privacy Statement: Personal Information may be collected and stored for the purpose of recruitment and selection. The information will only be used and disclosed for the primary purpose of its collection. Some exceptions exist. These may be obtained from the Privacy Officer.

Approvals:	
Created by:	Events Manager
Approved by:	General Manager Fundraising and Marketing
Date of Last update:	May 2024