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| POSITION: | Marketing & Fundraising Senior Officer |
| REPORTING TO: | Manager Marketing & Communications |
| DIRECT REPORTS: | Nil |
| KEY RELATIONSHIPS: | Internal and external stakeholders, volunteers |
| CLASSIFICATION: | Individual Employment Agreement |
| POSITION STATUS: | Full time – Max Term |

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 and Communications, the **Marketing & Fundraising Senior Officer** will support the development and implementation of marketing and fundraising activities to drive awareness, engagement and revenue generation.

Sitting within the Business Growth Team, this is a hands-on marcomms generalist role with a focus on fundraising. Working closely with internal and external stakeholders, including corporates, donors, community, agencies and victim-survivors, the **Marketing & Fundraising Senior Officer** will deliver campaigns, content, events and PR activities across bought, owned and earned channels to harness support for Safe Steps.

2. ORGANISATIONAL CONTEXT

Safe Steps is the only 24/7, family violence response centre in Victoria, providing a “state-wide entry point” for victim-survivors of domestic and family violence. Services include information and referral, crisis response, specialist family violence risk assessment, safety planning, Webchat, and access to supported crisis accommodation.

Our vision is ***safety, support and respect for all victim-survivors of domestic and family violence.***

Our practice is trauma-informed and guided by evidence. We provide services to all victim-survivors and recognise that most of our work is dedicated to the needs of women and children which reflects the gendered nature of domestic and family violence.

Our research and advocacy is informed by our practice and promotes the voices and diverse experiences of victim-survivors. We advocate to create systemic change and effective pathways for victim survivors from crisis to safety and recovery. We are courageous, empowering, inclusive, respectful, and reflective in all that we do. Safe Steps employs more than 100 full-time staff, part-time staff, volunteers, and students.

The **Marketing & Fundraising Senior Officer** is based at the Safe Steps head office in North Melbourne, however, working across all sites may be required.

The **Marketing & Fundraising Senior Officer** is expected to uphold the organisation's policies and procedures, as well as the Department of Health and Human Services Standards, which include the following obligations:

- to respect client confidentiality,
- to obtain consent for the disclosure of information about a client,
- to inform any client who wishes to make a complaint about the organisation of their right to do so, and to assist them to initiate this.

Safe Steps' locations and unlisted telephone numbers may not be disclosed to any other person except in accordance with service procedures. The locations and unlisted telephone numbers of any high-security refuges may not be disclosed to any other person other than in accordance with the instructions of each such service.

3. KEY RESPONSIBILITIES

Marketing and Communications

- Collaborate with the Business Growth Team and the rest of the organisation to prepare and deliver strategically aligned content and campaigns across digital, print and broadcast media, including social media, website, eDMs, collateral, events and direct mail.
- Work with external agencies to manage design and print production, managing stock supplies of collateral and merchandise to ensure availability for events and other requirements.
- Plan, coordinate and administer the design, content development and publishing of key publications such as the Annual Report.
- Develop, implement and review messaging to ensure consistent use across the organisation.
- In consultation with relevant internal stakeholders, development of position statements, opinion pieces and media releases as part of the marketing and communications strategy.
- Manage website and intranet updates, working with agencies to troubleshoot.
- Provide expert advice to and work with People and Culture to guide, review and deliver internal communications.
- Work as a member of the Business Growth Team to manage the Marketing and Communications inbox, responding to emails and working with the greater organisation to direct communications where needed.

Fundraising

- Collaborate with internal teams to develop fundraising activities and initiatives that align with marketing and communications strategies, plans and activities.
- Work with the Growth Team to develop and deliver major donation appeals including but not limited to End of Financial Year and Christmas Appeal.
- Work with community groups and individual donors to create fundraising opportunities that also build brand awareness and revenue generation.
- Work closely with the Marketing and Fundraising Assistant to manage weekly donation finance reporting and invoicing.
- Manage the fundraising inbox, responding to all donations, fundraising events, partnerships and bequest enquiries.
- Identify developing risks relating to fundraising and work with internal stakeholders to minimise them.
- Ensure all donations meet governance requirements including the EOFY receipting.
- Manage donation records to ensure the information held is correct and updated as required.

Events

- Prepare, oversee and deliver Safe Steps' presence at and involvement in events across the sector.
- Work with the Growth Team and industry stakeholders to plan and manage all existing Safe Steps events such as the Candlelight Vigil, ensuring activities are delivered on time, to budget, and meeting strategic planning goals to the highest standard.
- Management of events that meet governance requirements of internal and external stakeholders to mitigate the risk of brand damage.
- Attend external awareness/fundraising events and/or functions on behalf of Safe Steps which may fall outside of normal business hours as required.
- Oversee any event that is conducted in partnership with Safe Steps to ensure it adheres to branding guidelines and values and presents minimal risk to the brand.

Relationship Management

- Work as part of the Business Growth Team to manage existing corporate partnerships for Safe Steps, designed to generate ongoing revenue streams and brand awareness.
- Attract sponsorship revenue for specific projects and initiatives, such as major events and programs.
- Work with the Business Growth Team to identify and source fit-for-purpose, in-kind contributions for Safe Steps in the form of advertising and brand association, or product donations.
- Identify new fundraising opportunities to drive revenue.

Data management and reporting

- Assist with the preparation of reports on monthly fundraising results and other marketing activities.
- Manage data information to ensure high-quality and useful information is contained. Monitor available data and reports to track the progress of fundraising programs and activities and ensure a positive return.

Other

- Perform other duties consistent with the position where required and/or requested by management from time to time.
- Complete mandatory and other training as required.
- Adhere to all organisational policies and procedures, including all workplace health and safety measures.

4. KEY SELECTION CRITERIA

Essential:

- Demonstrate at least 5 years of experience and achievements in marketing, communications, corporate and community engagement and fundraising.
- Proven track record in community engagement in either the corporate or not-for-profit sectors.
- Excellent verbal and written communications skills.
- Outstanding relationship management ability.
- 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.
- Attention to detail.

Desirable:

- Relevant university degree of higher education qualification.
- Experience in the not-for-profit sector.

Other:

- Willingness to commit to the living expression of Safe Steps values; Integrity, Diversity and Empowerment
- A current Working with Children Check or willingness to acquire one.
- Willingness to undergo a National Police Check

5. HOW TO APPLY

If this sounds like the role for you then head to [Careers | safe steps Family Violence Response Centre](#) for further details. Please note:

- **Your application will not be considered unless you provide a cover letter responding to the key selection criteria (maximum 2 pages of text) and a brief Resume.**
- Applications will be assessed as they are received. We reserve the right to close the application period early if a suitable candidate is found.
- Applications must be submitted through the Safes Steps Jobs Portal unless another accessible method has been discussed.

6. 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 on a non-gender-specific basis. Applications for this position will be considered from women only (Exemption H42/2017).

7. IMPORTANT INFORMATION

- This position is designated under the Multiagency Risk Assessment and Management framework (MARAM) Identification (Tier 3 &4) level which requires mandated MARAM Family Violence Screening & Identification training and VACCA MARAM Identification responsibilities.
- 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), a 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 hide 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.

8. REMUNERATION

An attractive salary based on skills and experience will be offered. Salary packaging is available.

9. STAFF ACKNOWLEDGMENT

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

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| Employee Name | |
| Employee Signature | |
| Date | |

REVIEW OF THE POSITION DESCRIPTION

This position description is subject to review and may change in accordance with the needs of Safe Steps Family Violence Response Centre, its operations, and its clients and supporters.