## Position description – Community Fundraising Lead

<table>
<thead>
<tr>
<th>Work level</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group/team</td>
<td>Marketing, Communications and Fundraising/Fundraising</td>
</tr>
<tr>
<td>Reporting to</td>
<td>Head of Strategic Fundraising</td>
</tr>
<tr>
<td>Direct reports</td>
<td>3-6</td>
</tr>
<tr>
<td>Employment type</td>
<td>Full time</td>
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### Vision, mission and values

Beyond Blue’s vision is that all people in Australia achieve their best possible mental health. Our mission is to promote good mental health. We create change to protect everyone’s mental health and improve the lives of individuals, families and communities affected by anxiety, depression and suicide.

All employees are expected to act in accordance with Beyond Blue’s values, which are **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity**.

### Position purpose

The Community Fundraising Lead is responsible for the development, management and implementation of strategies for income growth across Community Fundraising, Fundraising Events (including partner events) and Business Supporters income streams. The role will contribute to the implementation of the Fundraising and Development Strategy 2019-24, ensuring that key milestones and financial KPIs are achieved for the Community Fundraising, events and business supporters fundraising programs.

### Accountabilities

**Operational**

- Provide operational management of the key Community Fundraising income streams: Community Fundraising (including community events, community fundraising and challenge events), Fundraising signature events (including Coastrek and a new national Beyond Blue fundraising event/campaign), and Business Supporters (including business engagement activities and cause related marketing campaigns).
- Management of the brand integrity and reputational risk across all marketing and communications relating to community fundraising, events and business supporters. This includes the application of the brand policy, guidelines and protocols relating the use of the Proudly Supporting Beyond Blue logo and activity risk assessment and alignment.
- Ensure the approval of fundraising activities and the acceptance and management of donations is in line with the Donations and Corporate Partnerships Policy and any other Beyond Blue policies and procedures.
- Ensure that external fundraising systems (ie: fundraising platforms such as Everyday Hero, Funraisin, Facebook and others) are integrated with Beyond Blue online platforms, and that the fundraiser/donor experience with Beyond Blue Community Fundraising is seamless.
• Remain abreast of new innovations and developments across community fundraising and ensure that Beyond Blue is able to adapt and respond in an agile manner to emerging community fundraising opportunities.

Leadership
• Work with the Head of Strategic Fundraising to develop and deliver the annual group work plan within agreed budgets and timeframes.
• Develop and monitor accurate product and operational budgets. Report on progress of product performance, being able to recognise barriers, and find effective solutions.
• Assess and monitor risks to all team activities on a monthly basis and implement new controls to mitigate risks where required.
• Work with other FunMarcomms team members to ensure a high quality, customer-orientated service is provided to the whole organisation and to the community.
• Manage a high performing team, including resource planning, developing staff work plans, professional development and biannual performance reviews.
• Provide timely, relevant and adaptable leadership and support to those team members I’m responsible for.
• Ensure activities reflect the diversity of the Australian community, including groups at increased risk of depression, anxiety and suicide, and we seek opportunities for input/consultation/co-design where appropriate to inform our work.
• Ensure our work reflects the diversity of the Australian community, and our activities are culturally safe and appropriate to meet the commitments made through our Beyond Blue Reconciliation Action Plan.

Selection criteria

Education/qualifications
• A tertiary qualification in a related discipline is essential (fundraising, marketing, events, community engagement, communications).

Knowledge/skills/experience
Essential
• At least three years in a similar level role.
• Knowledge of principles and methods of fundraising, and an understanding of donor/fundraiser motivations. This will include understanding the legal requirements to fundraise in all states and territories.
• Proven experience in project management, including planning, resource identification and coordination, task and activity monitoring, risk and issues management, reporting and overall delivery against defined objectives and agreed outcomes.
• A solid understanding of CRM, donor management systems (Salesforce or Raisers Edge an advantage) and third party fundraising platforms (i.e. Everyday Hero, Funraisin and others) combined with proven ability to understand data segmentation and reporting.
• Proven relevant experience in fundraising management position within the not for profit/marketing/events management sectors, including managing stakeholder relationships.
• Experience managing and developing a large team and resource planning according to workloads.
• Experience in the application of marketing, digital communications and branding principles to fundraising appeals and campaigns, including experience working with experts in the above mentioned disciplines.
• Experience establishing new fundraising products or campaigns, including the implementation of new processes and monitoring against agreed targets.
• Experience managing fundraising events, including planning, logistics, marketing, risk management and resourcing.
• Experience preparing and monitoring budgets against agreed targets, and reporting to management and Board on financial progress.
• Sound written and verbal communications skills, with an eye for detail and an understanding of donor communications.
• Advanced negotiation and interpersonal skills, adaptable to a complex professional environment

Desirable
• Membership of the Fundraising Institute Australia
• An understanding of the mental health sector
• Training in project management aligned to the Project Management Institute (PMI)’s PMBOK methodology

Team structure and relationships

Team structure
• Reports to the Head of Strategic Fundraising, with 3-6 direct reports within the Fundraising team
• Works closely with senior fundraising staff in the areas of donor development and philanthropy.

Internal
• Works closely with members of the Marketing, Communications and Fundraising team (Marketing and Digital, Strategic Communications, and Fundraising).
• Works closely with the Partnerships and Engagement team.
• Works with Corporate Services across Finance, Procurement, Contracts, Systems, HR and IT.

External
• Fundraisers and donors
• Event partners and event management teams
• Third party suppliers
• Individuals and companies interested in Beyond Blue’s work

Extent of authority

As per the Delegations of Authority Policy

Health, Safety and Wellbeing

Beyond Blue is committed to ensuring the physical and psychological health and safety of all employees, contractors and other people involved in our business activities. Our people are expected to comply with our Health, Safety and Wellbeing policy.

Prepared by  Sharon Hillman, Head of Strategic Fundraising  Date  23/5/19
Approved by  Nadean Weller, GM Marketing, Communications and Fundraising  Date  4/6/19
Employee sign off  Date