

### NSW Fundraising and Community Engagement Executive

<b>Location</b>	Sydney, New South Wales (NSW)
<b>Employment Type</b>	Full time contract
<b>Reporting To</b>	Manager Fundraising and Community Engagement

### Position Purpose

The purpose of this position is to be responsible for growing fundraising revenue in NSW & ACT and meeting fundraising targets through:

- Developing and organising the Foundation's fundraising programmes, initiatives and events
- Working with individuals and our community to raise funds to enable the Foundation's work, aims and goals.
- Increasing the fundraising activities and the contributions of all involved stakeholders, both individuals and groups, by building relationships and exploring new fundraising initiatives, techniques and ideas.
- Growing the Foundation's existing fundraising events and programmes in to increase and maximise funds raised.

It is not intended that this position description limits the scope of this position in any way but to give an overview of this role at Myeloma Australia. There may be a requirement at times to work on other tasks and areas as directed by management.

### Key Accountabilities

Further to and elaborating on the purpose listed above:

- To manage fundraising initiatives and events, including any volunteers, to ensure the smooth running of the department.
- Researching markets to identify opportunities for fundraising
- Taking responsibility for all fundraising activities internally and externally
- Identifying new and potential sponsors and supporters and encouraging them to support our fundraising events and the Foundation as sponsors
- Acting as a main contact for supporters holding events to raise funds and sustaining a relationship with all fundraisers and encourage them to continue supporting through other events
- Dissemination of information/fundraising materials via telephone, post or email when requested by potential supporters or current fundraisers and follow up
- Attendance at events as necessary (sometimes outside contracted working hours)
- Preparing mail and correspondence using direct mailing and email to reach a wide range of potential and current sponsors.
- Liaising with all sponsors to maximise funding and event results
- Keeping all supporters up to date and informed of fundraising initiatives
- Working with all forms of the media to promote, market and advertise forthcoming events.
- Organising fundraising events from start to finish in conjunction with Foundation staff
- Keeping clear and informative records of all communications with stakeholders on the fundraising database
- Generating income to the agreed yearly targets and set budget

## Position Description

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- To work closely with other departments and attend regular meetings to discuss collaborations and future fundraising and events.

### Key Performance Indicators

- Developing and growing the state fundraising within specified time frames.
- Meeting agreed performance indicators including agreed financial goals within agreed timelines

### Key Relationships

- Manager Fundraising and Community Engagement
- Chief Executive Officer
- Manager Philanthropy, Major Gifts and Corporate Giving
- NSW State Manager
- Managers Patient Services
- Staff and relevant external stakeholders.

### Knowledge, Skills & Experience

- Have a strong understanding of the not for profit sector and the associated community
- Self-motivated and able to take responsibility with excellent organisational skills
- Ability to plan, balance and cope with competing priorities
- High standard of numeracy and budgeting skills
- Experience in using MS Office programs
- Excellent teamwork skills
- Passion to support people living with cancer

### Qualifications

Experienced professional with proven fundraising and marketing skills with the ability to achieve financial targets  
Tertiary qualifications in the relevant field  
Valid Driver's License & access to a car

Essential  
Desirable  
Essential

### Personal Attributes

**Communication**– communicates effectively and empathetically at all levels.

**Strategic Approach** – Ability to determine and articulate an approach to achieve a specific outcome, considering ambiguities, difficulties, obstacles, changing circumstances, and consequences.

**Relationship Building** – Builds trust through consistent actions, values and communications and establishes and maintains relationships with people at all levels.

**Detailed Focus** – Looks for logical sequencing in information and identifies gaps and proactively resolves these.

**High level of Integrity** – Ability to conduct behaviour in the manner consistent with Myeloma Australia's Code of Conduct.

### Other Requirements

The position holder must:

- Satisfactorily complete police background, reference and probity checks.

## Position Description

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Approval	Name	Signed	Date
Chief Executive Officer	Steve Roach		6 October 2020

Name \_\_\_\_\_ Date \_\_\_\_\_