POSITION DESCRIPTION

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| General Information |  |
| Position Title: | National Manager, Events & Community Fundraising |
| Incumbent: | Maternity Leave – Full Time |
| Function: | Philanthropy |
| Location(s): | National Office |
| Manager’s Position Title: | Head of Strategy and Philanthropy |
| Manager’s Name: | Hannah Foster, Acting head of Philanthropy |
| Date Prepared: | April 2021 |
| Prepared By: | Susan Fleming |
| Approved By: | Judy Barraclough |



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| Primary Purpose of this Position |
| To manage the strategy, design and delivery of The Smith Family’s national events and community fundraising, including associated digital platforms, to build engagement with donors, partners and supporters and to generate income in line with strategy and targets. |

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| Scope | |
| Direct Reports to this Position | Indirect Reports |
| By Position Title | Total Number |
| 1. Community Fundraising Manager 2. Project Manager, National Events 3. Fundraising Manager - Events 4. NSW & ACT Event Coordinator 5. QLD Event Coordinator 6. WA Event Coordinator 7. Vic Event Coordinator | 1. Major Events Coordinator – Fundraising VIC and Toy & Book SA |
| Financial Dimensions controlled by this Position | |
| Direct control | Indirect control |
|  National & State Events Budget - Income generation and expenses management |  |
| Other Dimensions of this Position | |
| * Strong peer to peer relationships with each of the State General Managers as well as other stakeholders listed on the following page, who are integral to delivery of our events calendar. * Leading strong professional collaboration amongst all team members involved in events. | |

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| Setting Priorities |  |
| How often does employee prioritise their own work? Eg. Daily, weekly, monthly, annually, other | Daily |
| How often does employee determine the priorities of others? Eg. Daily, weekly, monthly, annually, other | Weekly |

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| Key Relationships | |
| Internal | * CEO * Head of Strategy & Philanthropy * Head of Communications * Head of State and Territory Operations * Head of Research and Advocacy * Head of Marketing * State General Managers * Philanthropy Comms Manager * Philanthropy Operations Manager * Fundraising Commercial Manager * Volunteering Team * Corporate Partnerships Team * Major Gifts Team * Trust & Foundations Team * National Manager, Program Growth and Sustainability |
| External | * Corporate partners * Project goods & service suppliers * Volunteers – Corporate / Community * Community organisations |

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| Key Decision Making in this Role |
| Decisions Expected   * Event plans to meet targets and effectively collaborate with State-based event coordinators * Budget setting and management for income and costs * Recruitment and team management of direct & indirect reports * Process/ policy and procedure improvements |
| Recommendations Expected   * Event strategies for the organisation and event purpose for each event within this overall strategy * Stakeholder engagement strategy * Long-term and annual plans for income growth * New community events to support The Smith Family * Partnership and/or sponsorship negotiations for participation in external events |

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| Key Responsibilities / Accountabilities | |
| Major Area: Events strategy and planning | % of Job: 20% |
| Develop the strategy for events and community fundraising in The Smith Family, in conjunction with the Head of Strategy & Philanthropy and in collaboration with key stakeholders, and drive the execution of this strategy | |
| Manage the over-arching platform strategy for Major Events and Community Fundraising, including the introduction, execution and design of online fundraising mechanisms. | |
| Plan and manage income and expenditure budgets for all nationally run events, in line with agreed return on investment targets | |
| Plan and manage workflow and leadership opportunities across the national and state teams to effectively utilise all events team members | |
| Major Area: Community Fundraising Events Management | % of Job: 20% |
| Drive the further development of the community fundraising events calendar, that is well supported by the organisation, and identify new community events opportunities | |
| Oversee management of community fundraising platforms | |
| Ensure small requests for community events are well managed through the Supporter Care team and feedback is solicited to ensure ongoing improvement | |
| Ensure clear policy and guidelines are in place and up to date for community events | |
| Major Area: Stakeholder management and team leadership | % of Job: 50% |
| Lead a team of events managers to deliver on our strategy, and provide coaching, mentoring and growth opportunities for the team | |
| Develop a strong cross-organisational team of event coordinators working to deliver, improve and grow all our events | |
| Collaborate with all key stakeholders to achieve agreed outcomes, ensuring strong stakeholder communication and engagement | |
| Manage the team in each of their events to agreed outcomes and budgets and with a culture of ‘can do’ and collaborative support | |
| Major Area: Evaluation and documentation | % of Job: 10% |
| Ensure and maintain a streamlined briefing process for all events, managed through the national events workflow plan, which ensures that all events remain strategically aligned to the organisation and stakeholders are informed and engaged | |
| Ensure a strong focus on debriefing events across key stakeholders, recommending improvements and driving those improvements into future events | |
| Ensure short, concise reporting during and post key events to agreed targets and outcomes | |

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| Key Challenges in Achieving Goal(s): |
| * Managing a diverse and important group of stakeholders * Managing multiple, high-intensity events * Bringing the events team together cohesively to improve events capability and collaboration and reduce costs * Creating a clear agreed outcome and purpose for our events that improves the quality and participation in these events by students and supporters over time. |

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| Qualifications, Experience and Competencies: *(What background, knowledge, experience or competencies are required to*  *perform the role at the expected level?)* | | | | |
| Education /  Qualifications / Memberships: | Essential | | Desirable | |
|  Tertiary qualification in related field | |  | |
| Experience: |  | Essential |  | Desirable |
|      | Event management experience and Community fundraising experience  High level internal and external stakeholder management experience Successful contract negotiation background |    | Experience with digital fundraising strategy and platforms  Experience in managing events in the  not-for-profit sector |
| Competencies: |  | Essential |  | Desirable |
|      | Strong leadership capabilities and proven ability to manage and develop a strong events team  Proven collaboration capabilities with senior level internal and external stakeholders  Excellent stakeholder management and influencing skills |  |  |