



Communications and Fundraising Manager

- Three year contract (35hpw)
- Liverpool base
- Community Legal Centre incorporating domestic and family violence services
- Salary range within SCHCADS Level 6: \$90,000-\$94,000 plus superannuation
- Flexible work conditions, PBI salary packaging to increase take-home salary, 5 weeks' annual leave plus leave loading

We are seeking a communications and fundraising specialist who also has a passion for social justice, for this new role. Reporting to the CEO, you will use your skills and experience to make a transformative impact on our external profile and communications, our internal communications, and on our capacity to meet increasing demand for our services. The ideal applicant will have outstanding networking and communication skills and a demonstrated ability to use a strategic approach to developing a philanthropy and fundraising program; business development experience would also be highly regarded.

This role will suit applicants who embrace the opportunity to build a philanthropy/ fundraising strategy from scratch (mostly grants, major gifts, corporate partnerships, foundations and occasional events) and collaborate with the CEO and leadership team to ensure best practice communications. Projects in the first year may include: rebranding, website upgrade, database (CRM software) selection and setup, communication and fundraising strategies, strategic networking with philanthropists and foundations, grant writing and a fundraising event/challenge.

About South West Sydney Legal Centre

South West Sydney Legal Centre (SWSLC) is a not for profit, community legal centre. We deliver legal services to facilitate access to justice for disadvantaged people in South West Sydney including specialised legal services for victim-survivors of DFV. We also provide information, court support, referral and casework to victim-survivors of DFV through government funded DFV services. Our DFV services cover LGAs in South West Sydney and Central Sydney.

SWSLC uses a multidisciplinary model bringing together lawyers, social workers, and community workers to provide trauma-informed, client-centred and culturally safe legal assistance and DFV support services to clients. Services are provided through phone support and face-to-face services in our offices, at courts and through outreach services and community engagement. SWSLC has offices in Liverpool, Bankstown, Smithfield and Sydney.

About the role

The Communications and Fundraising Manager will be based at our Liverpool office; a flexible approach to working from home and the office would be considered after the probation period.

The successful applicant will have at least five years' experience in communications and/or fundraising roles and ideally a tertiary qualification in a field related to journalism, media, communications, public relations, business, sales, fundraising, social impact or marketing . An ability to work autonomously, handle competing priorities and efficiently manage projects is essential.

Digital competence is also a key requirement – you will be confident using your digital skills in communications and fundraising. Applicants should have experience using and/or setting up CRM or donor databases, have online fundraising experience, and have a high level of digital communications expertise including in social media, cloud-based newsletter software (EDMs) and editing/uploading/managing website content via a CMS. Ability to use software such as Canva and Adobe Creative Cloud for design in communications and video editing would also be highly regarded.

You will be able to demonstrate your confidence and previous success in executing fundraising strategies, and you will know how to maximise the influence of the CEO and leadership team in supporting those strategies. In addition, you will have the experience and skills to enhance SWSLC communications including for example with staff, media, government funding organisations, organisational partners, donors, clients, trustees and representatives of foundations and PAFs, and key stakeholders and partners in the communities in which we work.

Aboriginal and Torres Strait Islander people are strongly encouraged to apply.

Closing Date: 9am Monday 31st May 2021

Contact Person: Enquiries about the role should be emailed to Yvette Vignando, CEO yvette@swwslc.org.au

The preferred applicant will be required to undergo a Working with Children Check and a National Police Records Check.

How to apply for this position:

1. Visit our website <https://swwslc.org.au/contact/work-with-us/> for a copy of the position description, essential and desirable criteria and instructions on how to apply.
2. Send your covering letter, resume and a document detailing how your skills and experience meet the essential and desirable criteria, to Alison Shave: alison@swwslc.org.au
3. **Please address the essential criteria in full. Applications that do not address the essential criteria will not be considered.**



SOUTH WEST SYDNEY LEGAL CENTRE INCORPORATED

ABN: 91991317875

Communications and Fundraising Manager

Dear Applicant,

Thank you for your interest in the position of Communications and Fundraising Manager. This package encloses the information you require to apply for the position.

Our Organisation

South West Sydney Legal Centre (SWSLC) is a not for profit, community legal centre. We deliver legal services to facilitate access to justice for disadvantaged people in South West Sydney including specialised legal services for victim-survivors of DFV. We also provide information, court support, referral and casework to victim-survivors of DFV through government funded DFV services. Our DFV services cover LGAs in South West Sydney and Central Sydney.

SWSLC uses a multidisciplinary model bringing together lawyers, social workers, and community workers to provide trauma-informed, client-centred and culturally safe legal assistance and DFV support services to clients. Services are provided through phone support and face-to-face services in our offices, at courts and through outreach services and community engagement. SWSLC has offices in Liverpool, Bankstown, Smithfield and Sydney.

Communications and Fundraising Manager

The Communications and Fundraising Manager would be based at our Liverpool office; a flexible approach to working from home and the office would be considered after the probation period.

The successful applicant will have at least five years' experience in communications and/or fundraising roles and ideally a tertiary qualification in a field related to journalism, media, communications, public relations, business, sales, fundraising social impact or marketing. An ability to work autonomously, handle competing priorities and efficiently manage projects is essential.

Digital competence is also a key requirement – you will be confident using your digital skills in communications and fundraising.

You will be able to demonstrate your confidence and previous success in executing fundraising strategies, and you will know how to maximise the influence of the CEO and leadership team in supporting those strategies. In addition, you will have the experience and skills to enhance SWSLC communications.

Aboriginal and Torres Strait Islander people are strongly encouraged to apply.

The preferred applicant will be required to undergo a Working with Children Check and a National Criminal Records Check.

Please see the **position description** and the **essential and desirable criteria** further down in this document.

HOW TO APPLY

1. Read the Position Description and Essential and Desirable Criteria below.
2. Your application should include a covering letter, a resume and an additional document addressing the Essential and Desirable criteria.

The covering letter needs to include:

- The position you are applying for;
- Your current contact details; and

Your resume should detail:

- your employment history including dates and a brief statement of duties for previous roles; and
- your education history.

Your additional document should clearly explain:

- how your skills and experience meet each listed criteria;
- Applications that do not address **ALL of the Essential Criteria** will not be considered.

You should also ensure you are able to later provide contact details for two professional referees (at least one current or previous line manager).

3. Please send written applications to alison@swwslc.org.au.

CLOSING DATE: 9am Monday 31st May 2021

CONTACT PERSON: Enquiries related to the role should be emailed to Yvette Vignando, CEO: yvette@swwslc.org.au

Yours sincerely,

Yvette Vignando
CEO

P.O Box 1042
Liverpool NSW BC 1871
Ph: (02) 9601 7777
Fax: (02) 9600 6244

Level 1/98-100 Moore Street
Liverpool NSW 2170
E-mail: info@swwslc.org.au
Website: www.swwslc.org.au



POSITION DESCRIPTION

Position: Communications and Fundraising Manager
Accountable: CEO
Location: Liverpool

Working in a community legal centre that incorporates domestic and family violence services, the Communications and Fundraising Manager is responsible for executing the fundraising strategies of the organisation, and managing its internal and external communications.

Responsibilities

The Communications and Fundraising Manager is a hands-on role. The responsibilities are:

General

1. Setting up (from scratch) and managing the database (CRM) to be used for relationship management, communications and fundraising. Collaborating with the finance team to ensure effective software integration between the CRM and Xero and educating other staff who input data or extract reports.
2. Working collaboratively with the CEO and the leadership team on communications and fundraising to achieve relevant strategic goals. In the 2021-24 strategic plan, these are:
 - a. increase the organisation's revenue and in-kind support to deliver services to more people, and
 - b. make the organisation an even better place to work
3. Managing and further developing or re-developing the organisation's website and managing its social media profile, within an agreed budget, to maximise effective communication with target audiences, increase income from fundraising, and ensure the organisation's online profile reflects its values, purposes and vision.
4. Ensuring that all communications and fundraising activities comply with privacy laws and regulations and relevant conditions of funding contracts or grants

Communications

1. Developing, implementing and regularly revising an internal and external communications strategy
2. Developing strong relationships with local media and specialised national media; writing and issuing media releases, in consultation with the CEO; identifying opportunities for SWSLC to enhance its media presence.
3. Writing, editing and designing documents and promotional materials about the work and operations of SWSLC, including the annual report, digital or hard copy flyers and email newsletters, images/video for social media or the website
4. Managing SWSLC's online presence including social media, promotion strategies such as paid search marketing or paid social media posts within an agreed budget, and SWSLC's website
5. Preparing analytics and reporting on SWSLC's online presence, including about social media, about the effectiveness and cost of paid search marketing and about website traffic using Google Analytics or other suitable software
6. Providing advice to the CEO and Operations Manager as required, about internal (staff) communications. Managing key staff communication strategies in collaboration

with the CEO and the Operations Manager; this may include development of an intranet or similar

7. Providing advice to the CEO and leadership team members about crisis or responsive communications and related organisational policies
8. Managing or providing support to the CEO or leadership team or other staff as required for SWSLC promotional/marketing/relationship-building events including the AGM, visits from funders, politicians and organisational partners.
9. Providing policy and procedure development support to the CEO and Operations Manager; primarily plain English and structural editing
10. Tenders: supporting the CEO and leadership team in the writing or editing of tenders for the delivery of services
11. Developing a brand and style guide for SWSLC, and supporting staff to maintain that brand in all communications including email, hard copy and digital communications, and SWSLC publications
12. Key partners: support the DFV program managers to develop, write and implement engagement and communication plans for key partners

Fundraising, Philanthropy and In-kind support

1. Developing, implementing and regularly revising a fundraising and philanthropy strategy
2. Setting income targets in agreement with the CEO and successfully implementing strategies that achieve them
3. Grants: preparing an annual grants calendar and writing grant applications
4. Philanthropists, foundations, PAFs, corporate trustees: researching and networking to identify and develop opportunities for significant donations towards SWSLC's work
5. Fundraising events: plan and manage any fundraising events identified in the fundraising strategy
6. Acquittals and reports: preparing grant acquittals, reports to donors and financial reporting in collaboration with the CEO, the Accountant and relevant leadership team members.
7. Corporate partnerships: researching and networking to develop strategic corporate partnerships to generate fundraising income or in-kind support for SWSLC. Facilitating strategic involvement the CEO or leadership team members to support partnership development
8. Pro bono partners and volunteers: assisting the CEO and leadership team as required, to maintain excellent relationships with existing and new pro bono partners and volunteers.

Common functions and responsibilities

1. Remaining generally informed about policy and social issues related to the work of SWSLC
2. Undertaking training to develop and maintain skills and qualifications necessary to effectively fulfil your position
3. Maintaining a working familiarity with office equipment and software
4. Attending and participating actively in meetings, staff appraisals and SWSLC planning activities,

5. Undertaking your own administration
6. Working collaboratively with other staff by sharing skills, resources, projects and ideas
7. Respecting and working within the codes of behaviour, policies and procedures and values of SWSLC
8. Encouraging and maintaining an atmosphere of harmony and wellbeing in the workplace by promoting and observing ethical practices and professionalism

ESSENTIAL AND DESIRABLE CRITERIA

Essential Criteria

1. Five or more years' experience in communications and fundraising roles and ideally a tertiary qualification in a field related to journalism, media, communications, public relations, business, sales, fundraising, social impact or marketing.
2. Demonstrated experience and success developing and executing fundraising strategy; the confidence and ability to develop and implement a strategy from scratch
3. Demonstrated experience and success developing and executing internal (staff) and external communications strategy; including an ability to develop and engage media contacts which would support the organisation's purposes and strategies
4. Demonstrated experience managing, editing and creating content for websites, including ability to use common content management systems
5. High level digital competence and computer literacy; demonstrated experience and success using technology in fundraising and communications. High level of digital communications expertise should include social media management, using cloud-based newsletter software (EDMs) and editing/uploading/managing website content via a CMS.
6. Experience setting up and/or managing databases for donor management and client relationship management; experience designing and extracting reports from databases
7. Outstanding written and verbal communication skills including the ability to inspire and influence, a high level of emotional intelligence, an expertise in strategic networking and in stewarding donors
8. Self-motivated, with the ability to work autonomously at the same time as working collaboratively with key staff to achieve fundraising and communication goals
9. Project management experience. For example, managing the development of a new website, the publication of an annual report or the running of a major event
10. Commitment to social justice, specifically the vision and purposes of SWSLC that are articulated in its strategic plan.

Desirable Criteria

1. Ability to use software such as Canva and Adobe Creative Cloud for design in communications and ability to use video editing software
2. Experience planning and managing fundraising events or challenges; online or in-person