

Position Description

Program or Function name:	Marketing & Engagement
Role Title:	Fundraising & Communications Coordinator
Award Classification:	Non-Award
Primary Office Location:	National Support Office/WFH hybrid
Employment Status:	Full time
Reports to:	Media & Communications Manager

OzChild

Founded in 1851, OzChild support vulnerable children and young people by providing healing, preventing abuse and neglect, and strengthening families.

It is our goal to see that all children and young people are safe, respected, and nurtured, and reach their full potential.

Child Safety

We are committed to protecting children and young people from all forms of abuse, bullying, exploitation and neglect, and to creating environments in all our programs and services where children are safe and feel safe.

We are committed to listening to children and addressing any concerns they raise with us. OzChild will treat all allegations of child abuse very seriously. We will report all allegations in compliance with incident reporting, mandatory reporting and reportable conduct requirements.

All OzChild People are required to support this commitment to child safety, and to behave appropriately towards children at all times.

Role Purpose Summary

The Fundraising & Communications Coordinator role is twofold - responsible for growing OzChild's fundraising and community support; and supports the broader Marketing & Engagement team in writing compelling content to help increase OzChild's brand profile and internal culture.

Reporting to the Media & Communications Manager, this role drives OzChild's fundraising and communications capacity and is responsible for developing targeted fundraising initiatives that influence donor behavior and produce a return on investment for the organisation. This includes identifying and implementing events and activities in the community that have strategic alignment with OzChild's mission and raise vital funds for the work.



In doing so, the position will support The OzChild Way behaviours and accountabilities as follows:

- **We deliver evidence-based services:** Utilise your professional knowledge and skills to monitor, review, develop and maintain policy, procedure, practices and guidelines that supports the accurate and timely completion of processes and reporting to support our Service Delivery and Program Teams.
- **Our customers determine our success:** Support and continually develop and enhance networks within OzChild and the capability of our Service Delivery and Program Teams to support the effective delivery of high quality services to children and young people, their families and to carers/volunteers.
- **We deliver innovative solutions:** Engage others in the development of functional plans, tactics and activities to support innovation in services and achieve the desired outcomes articulated in the OzChild Strategic Plan.
- **We set each other up for success:** Support collaboration with internal and external stakeholders and directly support your team and the Service Delivery and Program Teams by providing the necessary guidance, development, and tools for people to achieve success in their roles.
- **I learn, adapt, grow, and embrace my cultural competence:** Demonstrate a willingness and energy for personal learning, adapt to and embrace change, and develop your cultural competence.

Position Specific Responsibilities

- Actively drive and execute OzChild's fundraising initiatives to ensure diversification of revenue streams for the organisation. This includes community fundraising, community events, donations, appeals, and individual giving.
- In conjunction with the Media & Communications Manager, manage and support the efficient running of the OzChild Op Shop, including the management of volunteers.
- Manage the end-to-end planning, execution, review, and evolution of OzChild's annual Christmas Wishing Tree Appeal to ensure its ongoing success and continued benefit to the organisation and our clients.
- Support the accurate P&L, forecasting and budget setting to ensure a high return on investment for OzChild events and fundraising activities.
- Analyse and report on all fundraising initiatives to create donor journeys and accurate receipting processes to make data-driven decisions and recommendations for OzChild's strategic fundraising direction.
- Assist in the creation and delivery of internal and external communications and digital marketing copy writing activities. This includes developing and coordinating promotional materials, planning social media and website content, and supporting any media activities.
- Collaborate with the wider Marketing & Engagement team to help ensure all deliverables are met. This may include but not limited to; philanthropic and corporate fundraising activities, foster carer recruitment initiatives, event coordination, OzChild merchandise, and any internal and external communications requirements.
- Ad hoc fundraising, events and marketing activities as required.



Key Job Relationships

INTERNAL

- Marketing & Engagement team
- Carer recruitment teams
- Services teams
- National Support Office teams

EXTERNAL

- Suppliers
- Donors & fundraisers
- Supporters & volunteers
- Clients & carers

Qualifications

Essential

- Tertiary qualification in marketing, communications or related subject
- Certificate or diploma (or similar) in fundraising is desired

Screening and Licences

- Satisfactory safety screening (Police & Working with Children Checks relevant to where OzChild deliver services).
- Must be able to drive, provide and maintain a valid Drivers' Licence and have access to reliable transportation.

Skills and Experience

- At least three years' experience in fundraising and/or business development
- Not-for-profit experience and previous sector knowledge is highly desirable
- Demonstrated experience in event and/or project management
- Highly developed interpersonal, communication and copy writing skills
- Exceptional attention to detail, organisational and planning skills with demonstrated success in best practise fundraising initiatives
- Sound financial acumen and understanding of fundraising budget setting and targets
- Takes initiative and able to work autonomously without extensive supervision
- Advanced skills in Microsoft Office, electronic mail platforms (Mailchimp or other), CRM databases (Dynamics 365, SharePoint or other), and event management software (Eventbrite or other)
- Comfortable with the use of and ability to learn new digital technologies and software, including website CMS (WordPress or other) and social media platforms.

Mandatory Training

All employees of OzChild are required to complete Mandatory Training and Program Specific training upon commencement of employment and complete refresher training as required.



Organisational Responsibilities

- Demonstrated ability to work as part of, and contribute to, a person-centred team.
- Facilitate good working relationships with all services of OzChild, the clients, their families and other people significant to the client.
- Undertake all interactions with clients, families and co-workers in a culturally sensitive manner and take appropriate account of cultural and linguistic diversity.
- Attend client, employee related meetings, workshops, conferences and training as required.
- Ensure privacy and confidentiality are upheld at all times.
- Be familiar and comply with OzChild policies, procedures and other work instructions as updated from time to time.
- Represent OzChild and our services in a positive manner at forums, meetings and training with external agencies.
- Assist in the development of continuous improvement and service accountability initiatives as needed.

OzChild People Responsibilities

- Ensure compliance with OzChild's Code of Conduct, policies and procedures, and commitment to cultural awareness and child safety;
- Demonstrate commitment to diversity, respect differences and foster an environment and relationships that are safe, healthy, positive, supportive and free from all forms of harassment, bullying and discrimination;
- Participate in and complete all mandatory training, and participate in other training and development opportunities to ensure they have the necessary qualifications, skills, certificates and clearances to meet the requirements of their position;
- Embrace and utilise technology and new ways of working to enhance collaboration, effectiveness and outcomes;
- Ensure the safety and well-being of self and other;
- Work together as a team and encourage and support others within their team;
- Speak up, and making it clear when behaviour is unacceptable;
- Support those who are affected by breaches of this policy and encouraging them to take action;
- Raise concerns and or complaints in a constructive manner, including identifying possible solutions.

Safety and Wellbeing Responsibilities

- Assume accountability for safety and wellbeing for self and others;
- Undertake all duties safely and in accordance with applicable policy, procedures and processes;
- Participate in safety and wellbeing consultative forums and contribute ideas to improving safety and wellbeing;
- Where appropriate, participate in workplace safety and wellbeing training, programs and initiatives;



- Report all work health and safety breaches, hazards and incidents, and assist with actions to reduce and eliminate risks;
- Report any work related or non-work related injury or illness;
- Support return to work programs to facilitate safe and durable return to work for OzChild People, where possible, for both work related and non-work related Health Condition/s.

Responsibilities stated herein reflect the primary functions of this job and should not be construed as an exhaustive list of duties. They may vary or be amended from time to time without changing the roles level of responsibility.

I have read and understood the position description.

Team Member Name:

Team Member Signature:

Date:

[Click here to enter a date.](#)

