



## Job Description: Graduate Relations Coordinator

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Top Blokes Foundation | June 2022



## About Top Blokes Foundation:

The Top Blokes Foundation is a rapidly growing not-for-profit health organisation that improves the mental health, emotional resilience and community engagement of at-risk and disadvantaged young males aged 10-24. We work with young males over 3 to 6 months to increase their resilience, empathy, and respect for self and others, and in doing so work to reduce the rates of suicides, mental health issues, antisocial and risk-taking behaviours.

***Our Vision:*** More young males lead healthy and safe lives

***Our Mission:*** To challenge and nurture young males to be their best selves

We believe that empowering young men to challenge and redefine their own thoughts and behaviours is the key to reducing many social issues including youth suicide, family and other violence, drugs and alcohol abuse, generational unemployment, homelessness and other tragic, anti-social and risk-taking behaviours. Engaging boys at critical points within their risk-taking prime stage provides windows of opportunities to alter any dangerous decisions they may make and helps make our communities stronger.

Our programs are evidence-based and reviewed continuously to incorporate latest research and best practice. They are delivered by qualified Youth Workers who are in-touch with the local issues surrounding the boys. The message is delivered in an innovative and enjoyable way that is more readily accepted, thereby helping the boys to navigate this very different, fast paced, social and technological world.

*'The program was a safe space, especially where I could speak. It helped us to build trust between the boys and respect with the mentors. I learnt the most about mental health. I opened up about my life and it was a space I could open up. I felt like I matured from being a boy to being a man.'* – Liam, Top Blokes Program Graduate

## Effectiveness of the Top Blokes Programs:

In 2019, EY launched the Top Blokes Social Impact Study, a three year study that examined the impact of the Top Blokes Mentoring Program. In this report it showed the degree of improvement in mental health, lifestyle behaviours and attitudes, knowledge and skill-sets from our programs such as:

- The program achieved a cost-benefit ratio of **9x**
- Young males are **4 times** better off with a mentor than a young man who doesn't have a mentor.
- The program's top outcomes achieved were **mental health, decreased antisocial behaviour** and **academic performance**
- The program helped increase a young man's attendance at school and reduced the rate of detention and suspension rates, in some cases between **20-100%**
- The study found that the program helped schools reduce the time they spent dealing with boy's behaviour. Schools saved on average **\$33,000** in avoided time spent while the boys were in the program and an additional **\$20,000** following the program.



## What We Do:

We have the following programs to assist vulnerable young males in both schools and in the community as well as workshops to educate teachers, parents and other stakeholders about young men's health:



**Stepping-Up - Primary School Program (SU):** A 3 month mentoring program for boys aged 10-13 years who are in need of positive male role modelling, challenging behaviours at home and in the classroom, at-risk of poor mental wellbeing, exposure to drugs, alcohol or violence in the family home. This program provides the support they need to avoid developing issues in later life including anger and mental health problems, high consumption of pornography, experimentation with drugs and alcohol and poorer well-being.



**Junior Top Blokes (JTB):** A 6 month interactive school-based program, facilitated by qualified youth workers, targets boys aged 14-17 years and uses peer mentoring and social education principles to address social issues including alcohol and other drugs, risk taking, anger management, mental health, bullying, racism and peer pressure. Young men are challenged to change their attitudes on masculinity, influencing them to positively contribute to school, their broader community and to treat women respectfully.



**Building Blokes (BB):** A 3 month peer-led mentoring program for young men who are not engaged in either the workforce or post-school education or traineeships aged 18 – 24 years. The program helps them build the soft skills necessary to gain and maintain employment whilst supporting their social and mental health and community engagement. This program is delivered both in-person and online.

# About The Position: Graduate Relations Coordinator

<b>Reports to:</b>	Head of Fundraising and Marketing	<b>Status:</b>	12 month fixed term contract
<b>Location:</b>	Sydney or any other TBF location (Brisbane, Gold Coast, Western Sydney, Wollongong or Central Coast)	<b>Hours:</b>	18 hours / week
<b>Benefits:</b>	Salary Packaging Options		

## Role Purpose

The Graduate Relations Coordinator has three key responsibilities: a) to establish the Graduate Club and actively register graduates of Top Blokes Mentoring program b) to coordinate and implement an annual calendar of activities for graduates c) to manage all administrative requirements including CRM system and other related software.

This newly established role will be required to work under limited supervision to develop, coordinate, promote and evaluate all the activities in the Graduate Club strategy and further build on the Top Blokes Mentoring program's outcomes. This role will sit in the Fundraising and Marketing team and will actively contribute to enhance a young man's experience of the Top Blokes brand. The role will need to work collaboratively with all internal and external key stakeholders to ensure growth, innovation and KPI's are met and exceeded.

## Key Responsibilities

### 1. Establish and Manage the Graduate Club

- Establish the brand and marketing assets for the program to promote future registrations including website, social media and direct promotional materials
- Design and implement planned communication and engagement methods to register current and former graduates of the Top Blokes Program
- Design and manage all Graduate Club related social media posts
- Track registration details and graduate engagement using CRM software (Salesforce)

### 2. Events and Activities:

- Research and scope a series of activities that achieve the Graduate Club objectives including training, wellbeing, civic leadership and social activities
- Liaise with external stakeholders including speakers, trainers, coaches and mentors
- Coordinate all events across all Top Blokes Foundation's footprint and actively promote the activities to ensure registration targets are achieved
- Coordinate evaluations for events and actively measure the impact of the Graduate Club
- Work alongside local mentors to coordinate and deliver activities in their specific region (NSW and Queensland)

### 3. Marketing and Branding:

- Lead all Graduate Club communication activities across online, offline and media
- Support existing media campaigns by recommendation representatives from the Graduate Club
- Support existing marketing efforts relating to brand development, ambassadors and fundraising campaigns

### 4. Planning and Administration:

- Manage the Graduate Club budget and ensure no budget over-spend
- Monitor the results against KPI's and adjust strategies and activities to further achieve the deliverables
- Monthly reporting to the Head of Fundraising and Marketing
- Undertake miscellaneous duties assigned by management.

## Essential Criteria

- Experience in coordination and event management
- Demonstrated experience in marketing and communications
- Proven ability to develop engaging connect for young people
- Sound skills in administration and planning
- Experience learning and using software
- Demonstrated experience working under limited supervision
- Experience working collaboratively with regionalised teams
- Ability to travel across NSW and QLD and work flexible hours when required

## Desirable Criteria

- Experience in Alumni Engagement Programs
- Experience with Salesforce or other CRMs
- Based from either Sydney (Greater Sydney), Brisbane, Wollongong or Central Coast
- Interest in supporting young men's health and wellbeing

## Conditions of Employment

- Cleared Working with Children's Check / Blue Card
- Cleared National Police Check
- Have a valid Driver's Licence
- Own a reliable vehicle for the duration of employment

## How to Apply

Address the above criteria and submit your application to [applications@topblokes.org.au](mailto:applications@topblokes.org.au) by 1<sup>st</sup> July 2022