

POSITION DESCRIPTION

COMMUNICATIONS, MARKETING & FUNDRAISING SPECIALIST

LOCATION: Office is in the inner Suburbs of Brisbane (close to CBD) - flexibility with work location provided **STATUS:** Full Time

REPORTS TO: CEO (although initially to HR & Compliance Manager)

DIRECT REPORTS: Nil

CLASSIFICATION: Award Free

PURPOSE OF THE POSITION: This position is responsible for contributing to the maintenance, development and implementation of communications and marketing programs and materials and identifying and securing funding for DVConnect. Specifically the focus of the role will be on the support, development and delivery of marketing and communication plans, website and e-communications, social media management, development of various publications (eg annual report) and assist in sourcing case studies to promote and raise awareness of our services through various communication channels. The position also supports the management team with internal communications. Further the role will be implementing direct communications and strengthening relationships to existing supporters and new prospects, to increase support for DVConnect and identify funding opportunities, develop plans and seek support and approval from management team (and Board) on major fundraising activities. Source, schedule and co-ordinate the preparation of grant submissions and sponsorship proposals and support Finance with acquittals. Lead and/or co-ordinate fundraising and/or other special events and awareness raising activities within the community, which supports the services we provide. Provide support and assistance to other key staff to meet organisational goals.

OUR VISION, MISSION & VALUES

Our Vision is that all relationships are free from domestic, family and sexual violence.

Our Mission is that through collaboration we enable seamless pathways from violence to safety and beyond.

Our values: - *Respect; Safety; Equality; Accountability & Empowerment*

Principles of our work: DVConnect works from a feminist framework and we acknowledge the gendered nature of domestic, family and sexual violence. We are committed to working collaboratively as part of the broader system, developing innovative services, and providing robust governance and organisational sustainability to deliver on our vision and mission.

MAIN ACCOUNTABILITIES	EXPECTATIONS
<p>COMMUNICATIONS & MARKETING In consultation with the Management Team and at times the Board, review, develop and implement marketing and communication plans and activities to raise awareness of our services and to build on our supporters.</p> <p>Manage the review, development and delivery of design, production, print and e-communications materials and collateral. Manage the DVConnect brand in terms of social media platform, website, engagement with corporate and community partners and assist in generating positive media coverage within the community to improve awareness of our services. Support the management team with internal communication as required.</p> <p>Research, prospect and cultivate grant and submission opportunities, develop quality grant proposal narratives, applications and supporting document and be responsible for researching and collecting data for content. Develops an annual grant strategy.</p>	<ul style="list-style-type: none"> • Evidence of on-going development in understanding service delivery activities which drives support for DVConnect. • Marketing and Communication plans and materials are managed and co-ordinated in a timely manner and are of a high quality standard to meet organisational goals. • All communication (written and online platforms) is of a high quality and generated within timeframes, is accurate, relevant and engaging. • Production of cost effective and efficiently produced communication material. • Contribution to generating positive media coverage within the community, through effective identification of topics/issues and support for key management and board personnel with communication material. • Brand awareness and community support continues to increase. • Shares information, seeks advice and supports and assists colleagues in a proactive and friendly manner to meet goals and deadline. • Maintains confidentiality as required. • Positive feedback on work output from internal clients and effective contribution and support in change management activities. • Strong, collaborative relationships with external stakeholders.
<p>FUNDRAISING Develop and implement income diversification through fundraising and sponsorship strategies that leverage potential and existing partnerships with the goal of procuring corporate and community financial support to deliver our services. Activities may include corporate sponsorships, community and other fundraising events, planned giving, donor prospecting, major gifts and corporate philanthropy. Prepare presentations and proposals for partners and manage all third party fundraising processes.</p> <p>Develop annual fundraising plans in collaboration with the management team and consultation with the Board.</p>	<ul style="list-style-type: none"> • Development of short and long term fundraising plans, which identify new fundraising opportunities. • Solid growth in donor revenue streams, including but not limited to corporate partnerships; third party fundraising, grants and submissions. • Systems and process improvements are implemented to streamline current fundraising activity. • Existing partnerships are maximised and maintained. • Working within budgetary requirements. • Providing monthly performance reports that are comprehensive, accurate and provided in a timely manner. • Keeps abreast of and delivers insights to the organisation on issues arising from the external environment, potential risks and relevant best practices, advocating for business changes that ensure fundraising keeps in step with market and community expectations. • Contribution and delivery of other project related activities.

<p>TEAM SUPPORT This role works across many teams and requires highly developed interpersonal and communication skills. Will be required to participate in team activities, attends staff/management and board meetings as required and attendance at connection days. Demonstrates a supportive approach to other staff members which contributes to the overall team effectiveness.</p> <p>Demonstrate a clear understanding of and commitment to DVConnect vision, mission and values</p>	<ul style="list-style-type: none"> • Evidence of strong relationships and positive rapport with team members which assists in building a cohesive workplace • Strong service focus is evident. • Demonstrates on a continual basis, a commitment to assisting and supporting colleagues in all workplace activities • Professional and well regarded team member externally and demonstrates a commitment to attending meetings/conferences/committees as directed • DVConnect vision, mission and values consistently demonstrated in all work related activities and in line with DVConnect Code of Conduct
<p>WORKPLACE HEALTH & SAFETY To meet Workplace Health & Safety obligations in line with DVConnect Policy & Procedures as well as relevant legislation and in supporting the well-being of staff.</p>	<ul style="list-style-type: none"> • Follow all safety instructions and use equipment provided • Contributes to minimising the risk to health and safety of all persons in the workplace • Identify and report any workplace incident/hazard or concerns to management
<p>PROFESSIONAL DEVELOPMENT & CONTINUOUS IMPROVEMENT Maintain and develop personal knowledge in area of expertise and meets core values and behaviours of DVConnect.</p>	<ul style="list-style-type: none"> • Seeks new ideas and embraces/adapts to change • Evidence of continuous improvement activities in area of responsibility • Encourage others in the team to balance DVConnect mission and values with their personal values

ESSENTIAL REQUIREMENTS

- Previous experience in a similar capacity or role
- Tertiary or other qualifications in Communications/Marketing/PR/Event Management or similar area
- Highly developed written communication, design, editing and proofreading skills for stakeholder publications, promotional collateral and online content.
- Communication skills that engage, influence and inspire and able to tailor to a variety of audience.
- Competence in one or all of Adobe InDesign, Illustrator, Photoshop software
- Experience with website content management systems (eg Silverstripe or Wordpress) and excellent community literacy skills across a variety of applications.
- Demonstrated experience and success in fundraising programs for NFP or similar organisations.

- Self-directed to achieve individual, team and organisational goals
- Ability to manage a variety of responsibilities at the one time and to plan work, prioritise tasks, problem-solve and meet timelines under pressure
- Experience within a NFP would be highly regarded as would exposure to the domestic and family violence sector.
- Team player who is energetic, positive, friendly and has a flexible approach.
- Alignment and commitment to upholding DVConnect values.
- Agree to undergo a police check and right to work in Australia
- Flexibility with working hours to meet operational needs.
- Driver's licence and ability to travel at times.

KEY RELATIONSHIPS/INTERACTIONS:

Relationship with:	Why:
CEO	Accountability, advice, support, feedback and reporting as required
HR & Compliance Manager	Accountability (until CEO appointed), advice, support, feedback and reporting as required
Management Teams	Building sound working relationships with management team, providing information, guidance, feedback and reporting as required to meet the requirements of the role.
Staff Members & Volunteers	Building sound working relationships with all personnel to assist in undertaking the role and providing support
External Stakeholders	Building and maintaining collaborative working relationships which raises our brand awareness and funds

I have read this documentation and agree to undertake the duties and responsibilities as listed above.

I acknowledge that:-

- This Position Description details the accountabilities of the role and provides an indication of the current duties and tasks that I may be required to undertake. Additional or other duties may from time to time be allocated in order to dully meet the responsibilities of the role.
- The measures where included in this document are indicative and will be reviewed with me on an annual basis and that my performance will be assessed against these measures

Employee:

Name: _____ Signature: _____ Date: _____

DVConnect is an equal opportunity employer. All applications will be treated on their merits