

Position Description

Position	Events Marketing & Fundraising Manager
Reporting to	Executive Manager, Strategic Fundraising
Division	Strategic Marketing & Fundraising
FTE	Full time
Location	Blackburn (Vic) or Lidcombe (NSW)

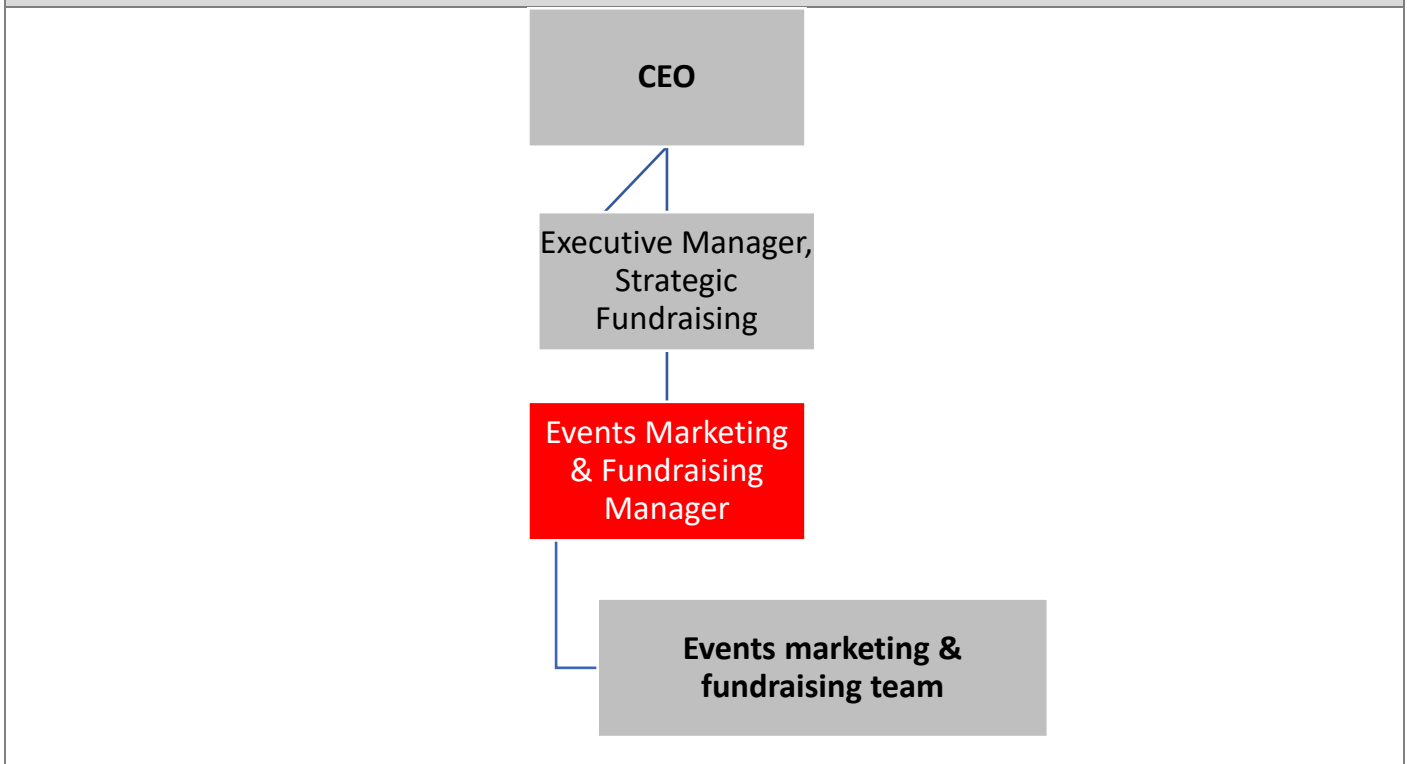
Organisation

MS Plus is the go-to provider of information, advice and support for people affected by multiple sclerosis and other neurological conditions. We're a combined entity of the ACT, NSW, Victoria, and Tasmania with over 60 years' insight into how to live well with progressive neurological conditions.

Role Purpose

The key purposes of this role are to provide strategic leadership in developing and maintaining a sustainable fundraising business, as well as to lead a team in executing event fundraising campaigns to meet budgetary goals. This involves creating effective strategies for event marketing and fundraising campaigns, managing the development of event plans, and ensuring budgeted revenue outcomes are achieved. Additionally, adherence to organizational values, policies, and procedures is essential for success in this role. The manager will also need to navigate challenges such as industry competition, coordinating with various stakeholders, and aligning strategies with market demands.

Team structure



Key Responsibilities	
Key focus area	Success factors
Strategic Leadership	<ul style="list-style-type: none"> Strategic leadership in this role entails developing and implementing effective event marketing and fundraising strategies for the MS Plus portfolio of ten established and iconic events, (including The May 50K and the MS Gong Ride, as well as MS Walk Run Rolls and MS Mega Challenges in four states/ territories). It involves overseeing the development of event plans, reviewing marketing results, and leading post-event evaluations. Budget management is also a crucial aspect, ensuring strategies align with financial goals and tracking outcomes against budgetary targets.
Key focus area	Success factors
Operational Leadership	<ul style="list-style-type: none"> Ensure alignment of event marketing and fundraising strategies with organizational objectives and values. Efficiently manage budgeted revenue outcomes by providing expertise in budget development and ensuring strategies can deliver expected outcomes. Facilitate continual evaluation and improvement of event marketing and fundraising strategies through post-event reviews and ongoing tracking of outcomes against budget.
Key focus area	Success factors
People Leadership/ Relationship Management	<ul style="list-style-type: none"> Guide and empower team members to develop event marketing and fundraising plans aligned with strategic objectives. Work successfully with Events Operations Manager and operations team. Build and maintain strong relationships with clients, partners, and community organizations to enhance collaboration and campaign success. Ensure clear and effective communication amongst a significant sized team and stakeholders to foster understanding and alignment towards shared goals.
Key focus area	Success factors
Compliance and Professional Conduct	<ul style="list-style-type: none"> Ensure compliance with organizational policies, procedures, and regulations governing fundraising activities. Demonstrate integrity, honesty, and transparency in all interactions with stakeholders and the public. Stay updated on industry standards and best practices to maintain professionalism and uphold the organization's reputation.

Qualifications/Work Experience	
Essential	<ul style="list-style-type: none"> Bachelor's degree in marketing, communication, business, or related field. Minimum of 5 years of experience in fundraising, with at least 3 years in a managerial capacity. Proven track record of developing successful fundraising strategies and managing teams in a dynamic, fast-paced setting.
Desirable	<ul style="list-style-type: none"> Demonstrable experience working on events, preferably in the community sector. Specific experience in peer-to-peer events marketed on digital platforms.

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	<ul style="list-style-type: none"> Familiarity with Salesforce CRM database.
Knowledge and Key Selection Criteria	
Essential	<ul style="list-style-type: none"> Strong understanding of event marketing and fundraising principles. Demonstrated ability to develop and implement effective fundraising strategies. Excellent communication and interpersonal skills. Proven experience in team management and leadership. Ability to work collaboratively with internal and external stakeholders.
Desirable	<ul style="list-style-type: none"> Knowledge of industry best practices and trends in event marketing and fundraising. Experience with data analysis and reporting tools. Understanding of compliance regulations related to fundraising activities. Familiarity with donor relationship management systems.
Key Competencies	
Key Focus Area	Demonstrated competency
Financial Management	<ul style="list-style-type: none"> Budget Planning: Develop comprehensive budgets for fundraising activities, ensuring alignment with organizational goals and financial constraints. Expense Management: Monitor and control expenses related to fundraising initiatives, optimizing resource allocation and cost-effectiveness. Revenue Forecasting: Utilize financial models and historical data to forecast fundraising revenue, informing strategic decision-making and goal setting. Compliance Assurance: Ensure compliance with financial regulations and reporting requirements, maintaining transparency and accountability in fundraising activities.
Reflective Practice	<ul style="list-style-type: none"> Continuous Improvement: Actively engage in self-reflection to identify strengths, weaknesses, and areas for development in fundraising practices and strategies. Adaptability: Embrace feedback and lessons learned from past experiences to adjust and refine fundraising approaches, promoting innovation and effectiveness in achieving organizational objectives.
Consumer Outcomes	<ul style="list-style-type: none"> Consumer-Centric Approach: Prioritize the needs and experiences of beneficiaries and supporters. Continuous Improvement: Regularly evaluate and refine fundraising strategies based on consumer feedback and outcomes data. Transparency: Maintain open communication and transparency with consumers regarding fundraising initiatives and their impact. Impact Optimization: Continuously seek ways to maximize the effectiveness and efficiency of fundraising efforts to achieve consumer outcomes.
Time Management	Effective time management is essential for this role, involving prioritization of tasks, meeting deadlines consistently, delegating tasks efficiently, and adapting to changing schedules.

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Problem Solving	This role requires adept problem-solving skills to swiftly address any obstacles or challenges encountered during event marketing and fundraising campaigns, ensuring seamless execution and successful outcomes.
Program Development and Implementation	Designing and executing strategic initiatives for event marketing and fundraising campaigns, overseeing implementation plans, and evaluating program effectiveness.
Achieving Results	Consistently meeting or exceeding fundraising targets, effectively managing resources to optimize outcomes, and implementing strategies to drive successful event campaigns.
Contracts / Records Management	Ensuring accurate and organized documentation of contracts, maintaining records in compliance with regulatory standards, and implementing efficient systems for contract management and retrieval.
Quality, Risk, Safety, Legislative compliance	<ul style="list-style-type: none"> • Implementing quality assurance measures to ensure adherence to industry standards and regulations. • Identifying and mitigating risks associated with operations and activities within the organization. • Maintaining a safe working environment and ensuring compliance with relevant legislative requirements. • Monitoring and evaluating processes to continuously improve quality, manage risks, and uphold legal compliance standards.
Team Dynamics	<ul style="list-style-type: none"> • Fostering open communication and collaboration among team members to enhance productivity and cohesion. • Promoting a supportive and inclusive work culture that values diversity and encourages the sharing of ideas. • Facilitating conflict resolution and addressing any interpersonal issues that may arise within the team. • Empowering team members through delegation, recognition of achievements, and opportunities for professional growth and development.
Advocacy	Advocating for the needs and rights of stakeholders, promoting awareness, and influencing policies and decisions to support their interests and welfare.
Written and Oral Communication	Effective written and oral communication skills are essential for conveying information, instructions, and ideas clearly and concisely to team members, stakeholders, and external parties. This includes composing clear reports, emails, and presentations, as well as actively participating in meetings and discussions.
Interpersonal skills	Very crucial in this role for fostering positive relationships with team members, stakeholders, and clients. This involves active listening, empathy, conflict resolution, and collaboration to effectively communicate, build trust, and work harmoniously towards common goals.
Networks and Stakeholders	Effective networking and stakeholder management are crucial aspects of this role, involving identifying key stakeholders, fostering relationships, and ensuring clear communication to achieve organizational goals and foster collaboration.

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Partnerships and Collaboration	This is an essential component of this role, involving establishing and maintaining relationships with external organizations, fostering collaborative initiatives, and leveraging partnerships to achieve common objectives and maximize impact.
Knowledge of Community	Understanding community dynamics, needs, and resources is vital. This includes assessing demographics, cultural nuances, and social challenges to develop effective programs and initiatives. Strong community engagement and cultural competency are key for impactful outcomes.

Personal Attributes

Client Focused	This role entails actively listening to stakeholders' needs, fostering positive relationships, and tailoring strategies to meet client expectations effectively.
Collaborative	This role involves working closely with team members, stakeholders, and partners to achieve shared goals, foster innovation, and maximize outcomes through collective effort.
Creative and Innovative	Creative thinking is crucial for this role, involving the generation of novel solutions, fostering a culture of experimentation, and embracing new technologies to drive progress and meet organizational objectives.
Analytical	Encompassing the ability to assess complex situations, gather and interpret data, identify trends, and make informed decisions to optimize processes and achieve desired outcomes.
Determined	Driving individuals to persevere through challenges, overcome obstacles, and pursue goals with unwavering resolve to accomplish tasks effectively and achieve success.

Employment Screening

Appointments within MS Plus are subject to the satisfactory completion of a police check (All), a Working with Vulnerable People check (WWVP) ACT & Tasmania, NDIS National Worker Screening Check (NDISWC) and/or a Working with Children check (WWCC) where applicable to the role; plus, character/performance reference checks. In some roles, work may not be attended if the required screening employment checks have not been completed/cleared. Appointees whose role requires an NDISWC and/or a WWCC must provide a successful/cleared check if they already have one or apply for one on appointment. Costs associated with these checks are the responsibility of the appointee. All appointments are subject to the disclosure of any relevant employment history of formal disciplinary action for improper or unprofessional conduct taken by current or previous employers or any other integrity body within or outside Australia.

Required screening

<input checked="" type="checkbox"/>	Police Check	<input checked="" type="checkbox"/>	International Police Check
<input type="checkbox"/>	WWVP (ACT/TAS)	<input checked="" type="checkbox"/>	WWCC

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<input checked="" type="checkbox"/>	Right to work in Australia	<input type="checkbox"/>	NDISWC
<input checked="" type="checkbox"/>	Relevant vaccination records	<input type="checkbox"/>	Other

Acknowledgment

I accept this position description as detailed above and understand that it may be reviewed regularly and may need to be amended occasionally due to variations in responsibilities and organisational requirements.
 I have been made aware of how to access MS Plus policies and procedures for future reference.
 I am aware that should I be in any doubt about the interpretation of a policy or procedure I should consult my immediate Manager or a People Culture Quality representative.

Signed
Employee *Date*

Signed
Manager *Date*

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