

# Program Manager, Events Marketing & Fundraising Campaigns

## Strategic Marketing & Fundraising

### Role Purpose

- Create and manage event acquisition campaigns to successfully deliver budget outcomes.
- Manage event commercial sponsors to ensure long lasting and mutually beneficial partnerships.
- Be the team Brand Ambassador for all Event branding.

### 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.

We offer vital support and services for people living with multiple sclerosis while the search for a cure continues. We are here so no one has to face MS alone.

### Our Aspiration

*The home of comprehensive support for neurological conditions*

### Our Purpose

*Together on the journey to break down barriers, achieve goals and live well*

### Our Values

- Empowerment** We show respect for the rights of others and listen to the voices of our clients in making decisions. We encourage and enable others to attain goals and achieve, and we aim for best outcomes for our stakeholders.
- Community** We respect difference in all its forms and welcome diverse members of our community. We work collaboratively, creating stronger solutions together. We build trust by engaging with stakeholders to share understanding, and we participate in networks, partnerships, and community events to advance MS Plus's objectives.
- Expertise** We commit to ongoing learning to maintain contemporary knowledge in our respective fields of practice. We share our knowledge with stakeholders to empower and enable them. We develop and model effective leadership in the sector and in our organisation.
- Creativity** We establish ways to capture, communicate and implement innovative ideas and practices. We see emerging opportunities and problems and take proactive steps to adapt accordingly.
- Spirited** We encourage initiative and look for ways to continuously improve. We show resilience in the face of setbacks, overcome obstacles, and learn from experience.

## Position

**Position FTE (Full time/ Part time)** Full time  
**Location/s** Blackburn (Victoria) or Lidcombe (NSW)



## Key Responsibilities of this role

### Event Marketing Campaigns

- Provide leadership & expertise to the stakeholder group to ensure a seamless interphase for the acquisition & Fundraising campaigns
- Manage the end-to-end campaign delivery of assigned peer-to-peer fundraising campaigns, including, tactical and financial.
- Manage the data evaluation, reporting, recommendations, and forward planning for the next campaign.
- Manage 'Brand' for the Event & Fundraising campaigns (Brand Ambassador), Provide expertise and stewardship for all brand matters.

### Event Commercial Partnerships

- Identify brands that align with the campaign and manage preparation of the pitch/proposition for target brands.
- Achieve campaign revenue targets for sponsorship income (VIK or Fee).
- Manage the agreed partner terms for delivery.

### People Leadership and Relationship Management

- Line manager for three positions that assist with the delivery of this role's responsibilities:
  - Marketing Coordinator
  - Social Media & Digital Specialist
  - Websites & Platform Manager

### Key Contacts

- Manager, Event Marketing & Fundraising
- Program Manager, Event Fundraising
- Program Manager, Event Operations
- Major Events Manager
- Senior Manager, Event Strategy & Operations
- Senior Manager, Service Marketing
- Senior Manager, Partnerships

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<b>Version:</b> 1	<b>Business Unit:</b> People and Culture

## Competencies needed for success in this role

### Financial Management

Prepares program and complex project budgets, and reviews financial performance

### Time Management

Prioritises work; delegates appropriately demonstrating an understanding of organisational, team and individual priorities and capacities; and ensures that key requirements are met

### Takes Responsibility

Delegates to develop staff and accepts responsibility for actions of staff and teams under authority

### Problem Solving

Implements systems to address adverse events and problems and assists teams to take proactive approaches to problem solving

### Results Driven

Clarifies roles and responsibilities of program staff and project teams and manages program of work to achieve objectives. Obtains necessary support from stakeholders

### Strategic

Develops and implements work plans and targets to support implementation of strategic plan

### Written & Oral Communication

Writes winning tenders, and accurate reports and influential documents that meet audience need and desired outcome. Reviewing EDMs and advertising collateral. Provides informed, meaningful, and relevant messages when communicating with staff and clients/members

### Interpersonal Skills

Models' self-awareness, self-management and social awareness in communications, problem solving and conflict resolution. Inspires team members to be the best they can be.

### Reflective Practice

Demonstrates reflective and evidence-based practice

### Quality

Contributes to enhancement of quality practices of the team and ensures that own work meets quality requirements

### Creative & Innovative

Establishes ways to capture, communicate and implement innovative ideas and practices

### Technology

Understanding of Integrated event registration fundraising platforms / websites

### United Vision

Celebrates and rewards the achievement of outcomes that contribute to organisation's purpose. Role models' behavior in line with MS Plus's values and proactively addresses behavior of team members that does not.

### Team Dynamics

Manages team dynamics, supports productive working relationships and work-life balance

### Partnerships & Collaboration

Develops models and protocols for working in formal and informal partnerships with Agencies and Contractors

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## Knowledge, Experience and Personal Attributes needed for success in this role

### Qualifications

- Essential**
- Tertiary education in marketing, communication or similar

### Knowledge and Experience

- Essential**
- Minimum 5 years marketing experience, including digital marketing and social media strategy
  - Fundraising campaign management
  - Digital Campaign development (SEO, SEM, Google Analytics)
  - Social Media campaigns
  - Copywriting
  - Marketing Automation
  - Managing teams and reporting to senior staff
  - Proven ability and experience managing agency contracts
  - Data analysis, evaluating and reporting
- Preferred**
- Website UX & optimisation
  - Financial / Budget management

### Personal Attributes

- Creative & Innovative
- Flexible
- Analytical
- Collaborative
- Client & Customer Focus

### Other

### 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, an 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 you may not be able to commence work or continuing working 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.

#### **Employees must provide:**

- Right to work in Australia documentation.
- An International Police Check if they have lived overseas for longer than 12 months in the last 10 years.

#### **Required Screening Checks**

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> <b>Police Check</b> | <input type="checkbox"/> <b>NDISWC</b> |
| <input type="checkbox"/> <b>WWVP (ACT/TAS)</b>          | <input type="checkbox"/> <b>WWCC</b>   |

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