

POSITION DESCRIPTION

Position Title:	<i>Fundraising and Marketing Lead</i>
Responsible Manager:	<i>Executive Director</i>
Review Date:	<i>June 2024</i>

Position Description

The ***Fundraising and Marketing Lead*** is responsible for developing and managing donor and sponsorship relationships and coordinating a range of events and activities to grow the CRF's net annual fundraising and giving income. In addition, the incumbent is responsible for delivering contemporary marketing and communications support to promote the CRF and build brand awareness to achieve organisational goals.

Position Responsibilities

The ***Fundraising and Marketing Lead*** is responsible for:

Fundraising

- Developing, planning and delivering a range of fundraising activities, including Donor Appeals and events
- Understanding our key competitors for fundraising dollars and effectively identifying and communicating our points of difference
- Creating compelling content that entertains, educates and converts leads into sponsors and donors to CRF
- Establishing, developing and leveraging relationships with sponsors and donors
- Enhancing CRF's brand and reputation through coordinating professionally run events
- Conducting post-event activity and sponsorship reviews to evaluate fit-to-purpose, achievement of objectives and to promote our culture of continuous improvement and the identification of opportunities.

Marketing and Communications

- Developing and implementing the marketing and communications strategy to build awareness and promote the CRF in support of achievement of organisational goals
- Planning, preparing and implementing marketing communications initiatives, including eNewsletters, brochures, media releases, editorial, speeches, blog posts, content, and other marketing materials, that establishes and maintains a consistent CRF brand and high quality publishing cycle
- Executing online and offline marketing initiatives and integrating digital and traditional communication activities
- Managing CRF website and social media channels to engage with the community, donors and supporters
- Evaluating the effectiveness of all marketing and communications activities and providing advice on strategic directions.

Stakeholder Engagement

- Maintaining and creating relationships with key CRF supporters and stakeholders
- Identifying threats and opportunities in press and social media content surrounding our brand
- Maintaining the CRF Salesforce CRM database
- Developing and maintaining effective working relationships with a variety of stakeholders including government departments, organisations, CRF member organisations, SAHMRI and relevant industry/sector providers etc.

Performance Expectations

The role has the following primary business objectives:

- To build CRF brand awareness, ultimately converting leads into long-term donors and supporters
- To enhance CRF's reputation as a funder of innovative and critical research
- Grow net annual fundraising and giving income for CRF
- Grow and maintain CRF's database of contacts.

Education & Qualification

- Tertiary qualification in marketing, communications, journalism, public relations, fundraising, or equivalent experience.

Desirable Behaviours

- Acts as a role model for the organisation
- Results-driven and in possession of a strong customer service focus
- High level of integrity and ability to maintain confidentiality
- Demonstrates drive, passion and commitment – approaches all tasks in an enthusiastic way
- Self-motivated and self-aware – recognises own strengths and weaknesses and is committed to personal development
- Ability to employ lateral thinking to resolve issues presented by frequent resourcing constraints
- Highly organised, flexible and proactive approach with the ability to respond to continually changing priorities.

Knowledge, Experience & Skills

- At least 3 years' experience in a marketing or communications role, preferably within the not-for-profit or research sector
- Experience with marketing, communications, PR, media strategy implementation and online analytics
- Experience in creative content development (print, electronic, AV, etc.) and in managing social media channels including Facebook, Twitter, Instagram, Pinterest and YouTube
- Proven experience and success in implementing fundraising programs and activities
- Ability to effectively network with the agencies, media and other key industry contacts
- Excellent interpersonal, influencing and relationship-building skills and ability to problem-solve both operational and strategic issues
- In possession of clear written and oral communication skills with strong editing and proofreading skills (responsible for accuracy of materials regarding grammar, punctuation, syntax and style)
- Exceptional organisational skills, attention to detail and ability to manage multiple demands and priorities while consistently producing high quality content
- Good digital literacy including experience with content management systems (WordPress), CRM Systems (Salesforce) and Microsoft Office.

Job Dimensions

- This role reports to the Executive Director.

External Relationships

- Serves as liaison between the organisation and external providers of specialist services, e.g. PR agencies, freelance resources and contractors
- Identifies and builds upon mutually beneficial relationships with corporate and individual supporters and media.

Special Conditions

- Hold a South Australian Working With Children Check and maintain 'Through Their Eyes' accreditation
- Current South Australian Driver's Licence is desirable
- Out of hours work may be required for this role
- Travel intra/interstate, as required
- Role is based at Hindmarsh.

Disclaimer

This job description indicates the general nature and level of work expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent. The incumbent may, and probably will be asked to perform other duties as required. Each employee, regardless of classification, is required to maintain a safe, orderly and clean workplace, using safety precautions and observing safety rules at all times.