

Position Title: Events and Partnerships Coordinator
(12-month Maternity Placement)
Position Number: N020
Section: Marketing and Fundraising
Award: Non-award position
Award Level/Salary: \$52K + Super

Approval

Signature of CEO:	<i>Signed copy on file</i>
Approval Date:	March 2021
Date of Effect:	March 2021

POSITION OBJECTIVES

- To be committed to improve, uphold and achieve animal welfare.
- To plan, coordinate, execute and promote all RSPCA ACT fundraising and ticketed events.
- To be proactive in looking for new ways to bring in revenue.
- To support RSPCA ACT fundraising activities and events through their active promotion and relationship building
- To build and maintain relationships with stakeholders including sponsors and corporate supporters
- To build upon and continue to develop existing partnership program

DUTIES AND RESPONSIBILITIES**Partnerships**

- Coordinate the corporate program including but not limited to partnerships, support days, workplace giving, donations etc.
- Promote, develop and maintain relationships with businesses and other partners, sponsors, supporters and donors of all levels with support from CEO where appropriate.
- Prospect and convert new corporate partnerships
- Acquire shelter and event sponsorships for the organisation.
- In conjunction with CEO and manager of marketing and fundraising develop and administer partnership strategy

Events

- Coordinate and implement RSPCA ACT event related activities and fundraising events including but not limited to: Million Paws Walk, Give to Get Them Home, Cupcake Day, Poorly Drawn Pets, Santa Paws etc.
- Generate new ideas for events to increase community and financial support of RSPCA ACT.
- Develop and implement activities to increase revenue generated at all events.
- Develop and implement marketing activities to increase event attendance.
- Plan, develop and implement communication journeys for event attendees and fundraisers.
- Administer and oversee the budget spend for all events.
- Develop relationships with registered fundraisers and participants for all RSPCA ACT events.

- Coordinate staff and volunteers to assist with event implementation for all RSPCA ACT events, but also manage and deliver the event.
- Co-ordinate the merchandise, displays, raffles and other promotional supplies required for events and other marketing activities.
- Coordinate stallholders at any relevant RSPCA ACT hosted event.
- Provide hands-on assistance with all events including set up/pack down of events where required.
- Manage stalls and related activities at events where we are a participant (rather than the organiser) eg A Pooch Affair.
- Maintain an appropriate level of stock of all promotional materials for events.
- Coordinate with other sections of RSPCA ACT to properly support events and promotions.
- Report on the results of any event/appeal in detail including financial data such as ROI, tracking to budget, reach, acquisition cost, recovered/new/existing donors and other statistical analysis.

General

- Coordinate community fundraising including general fundraising, weddings, birthdays, etc.
- Coordinate the sales and promotion of the Entertainment Book.
- Coordinate the wombat collection box program.
- Systemise, maximise, streamline and document relevant processes and activities particularly around fundraising and events where possible to create efficiencies and increase revenue.
- Develop new and innovative ideas to bring in additional revenue from the Canberra community.
- Assist with the delivery of any other marketing and fundraising activity as required.
- Assist with increasing names in the fundraising database by actively capturing information of supporters when conducting other duties.
- Any other reasonable duties as directed by the manager of marketing and fundraising.

ORGANISATIONAL RELATIONSHIP

- The occupant of the position reports directly to the manager of marketing and fundraising.
- The occupant of the position will be working closely with all members of the marketing and fundraising team.

FINANCIAL DELEGATIONS AND AUTHORITIES

- Nil

QUALIFICATIONS & PERSONAL ATTRIBUTES

Qualifications & Experience

Essential

- Experience with raising funds (or generating revenue) for a similar organisation (does not have to be a not for profit).
- Solid experience with computer software such as Microsoft Word, Excel and Outlook.
- Excellent verbal and written communication skills.

- Drivers licence.
- Experience in the use of database applications, the internet and email.
- Ability to quickly acquire knowledge and understanding of the policies of the RSPCA.

Desirable

- At least two years' experience in a similar position.
- Relevant qualifications in a related field
- Previous event management experience.
- Experience using Adobe Creative Suite
- Experience in the use of database applications /CRM

Personal Attributes

- Creativity, resourcefulness and entrepreneurial drive to deliver great promotions to generate revenue and attention.
- Organisational and time management skills that exceed most.
- Team player who is willing to get your hands “dirty” and can independently lead others to deliver successful events.
- Ability to work independently.
- Ability to perform well under tight deadlines and with competing priorities.
- Advanced interpersonal skills, including the ability to interact with a diversity of individuals from both within and outside RSPCA ACT.
- Attention to detail and a high level of accuracy.
- Ability to establish and maintain confidentiality in dealing with issues of a sensitive nature.
- Honest, reliable, resilient and willing to take direction.
- Flexibility to attend events and functions outside of regular 9am-5pm working hours.
- Sound understanding or ability to acquire understanding of and commitment to EEO and WHS principles and practices.

CONDITIONS OF EMPLOYMENT

- Detailed conditions of employment are set out in the occupant's contract of employment.
- Adherence and compliance with the RSPCA ACT Code of Professional Conduct.
- Adherence and compliance with all RSPCA ACT policies and procedures as amended from time to time.
- Willingness and flexibility to work outside set working hours on occasion.
- Travel within Australia may be required from time to time.

WORKING ENVIRONMENT AND RSPCA EXPECTATIONS

- There is a possibility of exposure to
 - infectious organisms
 - animal waste
 - allergens
 - chemical materials requiring Work Health Safety Data Sheets

- hostile persons
- vicious animals.
- You need to be willing to work weekends, some nights and public holidays.
- You will be expected to maintain a neat and well-groomed personal appearance.
- You will be required to attend staff training sessions and staff meetings.
- You must demonstrate a commitment to maintaining a safe and healthy site environment for staff, clients and visitors.
- You will be expected to implement and promote the policies and positions of RSPCA.
- You need to demonstrate cooperative work practices and make a contribution to a positive culture.

SELECTION CRITERIA

Essential

- Provide an example of planning and staging of an event you have managed.
- Describe your experience in revenue generating activities.
- Detail your experience in a previous role which required relationship management and relationship building with important stakeholders.
- Provide 2-3 samples of your writing skills for previous promotional type activities and/or communications with important stakeholders.
- Have you participated in a fundraising event previously? What do you think could be improved about the event? What do you think they did well?
- Apart from the fact you love animals, outline why are you interested in working for RSPCA.

DOCUMENT CONTROL

Version Number: 4.1
Future Review Date: As needed

History

Date	Title	Notes
25 February 2016	Marketing Coordinator - Fundraising and Promotions	Newly created position
27 January 2017	Events and Promotions Coordinator	Title change and duties amended
4 January 2018	Events and Fundraising Officer	Title change and duties amended
July 2020	Events and Partnerships Coordinator	Title change and duties amended
March 2021	Events and Partnerships Coordinator	Slight amendment to duties for maternity placement role.