

Position Title: Events and Fundraising Officer
Position Number: C010
Section: Marketing and Fundraising
Award: Non-award position
Award Level/Salary Range: \$50,000 - \$60,000

Approval

Signature of CEO: *Signed copy on file*

Approval Date: January 2018

Date of Effect: January 2018

POSITION OBJECTIVES

- To plan, coordinate and execute all RSPCA ACT fundraising and ticketed events to generate much needed revenue to help animals in need.
- To promote RSPCA ACT fundraising and ticketed events to the broader public to increase revenue and attendance.
- 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 with fundraisers in collaboration with the N014 Marketing Manager (the "MM").

DUTIES AND RESPONSIBILITIES**Events**

- Manage and implement RSPCA ACT event related activities and fundraising events including but not limited to: Pet Tales Breakfast, Donor and Volunteer events, Million Paws Walk, Cupcake Day, 12 Barks of Christmas Carols and In the Dog House.
- Coordinate staff and volunteers to assist with event implementation for all RSPCA ACT events.
- 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.
- Plan, develop and implement communication journeys for event attendees and fundraisers.
- Manage and oversee the budget spend for all events.
- Develop and implement marketing activities to increase event attendance.
- Develop relationships with registered fundraisers and participants for all RSPCA ACT events.
- Co-ordinate the merchandise, displays, raffles and other promotional supplies required for events and other marketing activities.
- Manage 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) such as Canberra Show and A Pooch Affair.

- Actively work with the N011 Customer Service Manager (the "CSM") to select, prepare and help sell merchandise at relevant RSPCA ACT event stalls including but not limited to Million Paws Walk and 12 Barks of Christmas Carols, with the goal of increasing revenue.

Fundraising and General Marketing

- Maintain an appropriate level of stock of all promotional materials for events.
- Manage and optimise outcomes for online advertising accounts such as Google Ads and Facebook Ads.
- Work with the MM to acquire sponsors for the organisation.
- Develop new and innovative ideas to bring in additional revenue from the Canberra community.
- Be an active member of the marketing and fundraising team.
- 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 MM.

ORGANISATIONAL RELATIONSHIP

- The occupant of the position reports directly to the MM.
- The occupant of the position will be working closely with the N015 Fundraising Officer (the "FO").
- The occupant of the position will be working closely with the C005 Marketing Designer (the "MD").
- The occupant of the position will be working closely with the C001 EA/Communications and Media Officer (the "EA/CMO").
- The occupant of the position will be working closely with the CSM.
- The occupant of the position will be working closely with the C006 Volunteers' Coordinator (the "VC").
- The occupant of the position will be working closely with the C011 Administration and Marketing Assistant (the "AMA").

FINANCIAL DELEGATIONS AND AUTHORITIES

- Nil

QUALIFICATIONS & PERSONAL ATTRIBUTES

Qualifications & Experience

Essential

- At least two years' experience in a similar position.
- 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

- Skills in photography and Adobe Photoshop.
- Relevant qualifications in marketing or advertising.
- Experience in retail.

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.
- 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.
- 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?
- Share an experience where you solved a difficult problem in a creative way.
- Apart from the fact you love animals, why are you interested in working for RSPCA?

DOCUMENT CONTROL

Version Number: 3.0
 Future Review Date: January 2019

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