

REACH

MANAGER

COMMUNITY

FUNDRAISING & EVENTS

POSITION:

Manager, Community Fundraising & Events (full time)

RESPONSIBLE TO:

Head of Fundraising & Marketing

DIRECT REPORTS:

1x Coordinator – Events (part time)

CONTACT DURATION:

Permanent

Being young is not without its struggles. Today's world is pretty complex and young people can experience a bunch of challenges that adults might not be able to relate to. One of the biggest hurdles is just having the confidence and support to be who they want to be.

There are currently over 4 million young people living in Australia, and Reach works with over 40,000 of them a year. We have over 250 of them working for us; designing and delivering workshops in schools and the community. Our workshops are 100% youth-led, from design through to delivery, and the community we create out of these workshops is one that allows for deeper connection, a sense of belonging, and the dispelling of judgements. A preventative, instead of having to focus on symptoms in adult life.

OUR VISION

Generations of confident self-aware and passionate young people shaping the world.

OUR VALUES

STAY YOUNG:

Being young is awesome and we need to hold onto that; our innocence, our risk taking and our love of life.

GIVE A SHIT:

Always give a shit by caring about yourself and others. Stay curious, challenge yourself and always look for what's under the surface.

BE YOUR WORD:

If you say you're going to do it, then do it.

SPEAK YOUR TRUTH:

If you have something to say then say it, even if it might be the unpopular opinion. Just be yourself, don't conform.

PRACTICE THE MAGIC:

Create moments of pure connection that give you goose bumps.

INSIDE AND OUT:

Live our work. Champion our values inside and outside the walls of Reach.

PURPOSE OF POSITION

The Manager, Community Fundraising & Events is an integral role in the Fundraising team, responsible for securing significant funds and growing revenue via community fundraising and events (both in-house and third party). This position is critical in ensuring the future viability and growth of Reach by broadening and strengthening our fundraising base through the development of strong and lasting relationships with our community fundraisers and event attendees.

The community fundraising area includes all individual and group fundraisers; peer-to-peer fundraising, physical challenge events, nominated events and volunteer fundraising committees. This role also develops, delivers and evaluates effective strategies for Reach's fundraising events to achieve revenue targets in NSW and VIC. This role also supervises a part-time events coordinator.

The purpose of the Fundraising team is to be the engine that drives and brings our funding to life through our innovative programs for young people. We build strategic partnerships across the corporate, community and philanthropic sectors by engaging our stakeholders and inspiring the wider community through compelling story-telling of our important work. Reach benefits from loyal, long-standing support because of our focus on mutually-beneficial relationships with high levels of engagement in Reach events and programs.

POSITION

ACCOUNTABILITIES

- Sustain and grow existing portfolio of Community Fundraising and Events revenue through the development and execution of fundraising strategies and events
- In consultation with Head of Fundraising & Marketing and CEO, determine the key community fundraising initiatives and events that will be delivered in each location throughout the year and the net profit target for each activity
- Manage (1x) team members to ensure they are clear on their purpose and expectations, receive regular feedback and coaching for recognition and growth, and to maximise their engagement and performance
- Manage approved income/expenditure budgets. Reconcile monthly P&L reviews and forecast to ensure all financials are up to date and accurate

Manage Community Fundraising activities to achieve financial targets

- Plan, manage, execute and evaluate all community fundraising activities to achieve annual target and ensure strong ROI for Reach
- Work closely with external organisations, associations and companies executing fundraising activities for Reach, to maximise our financial benefit from those activities
- Through exceptional customer service; consult, support and nurture community fundraiser relationships to ensure successful fundraising outcomes and retain ongoing support of Reach
- Identify and secure new community fundraising opportunities. Engage and collaborate with other departments and stakeholders to ensure awareness and integration of business development efforts is embedded across Reach at all levels

Manage and deliver all Reach fundraising events to achieve financial targets

- Plan, manage, deliver and evaluate Reach fundraising events. This includes working with the Fundraising team and all other relevant stakeholders to:
 - Develop strategy and budget to ensure fundraising and organisational objectives are met
 - Oversee sponsorship, table sales and prize procurement to achieve fundraising targets
 - Source pro-bono and in-kind partners for production, entertainment and theming
 - Source and book venues and work with venue Events and Staging Managers
 - Manage event administration, including; CRM records, responding to enquiries, bookings/ticketing, receipting and invoicing
 - Source, book and liaise with entertainment, Master of Ceremonies, guest

celebrities and external speakers (as required)

- Create event plans, including use of innovative themes and event timelines
 - Develop run sheets which reflect the essence of Reach and employ effective “asks”
 - Coordinate logistics, including; venue set up table lists, table plans, equipment, etc.
 - Secure and coordinate event volunteers; Reach staff and crew help at events
 - Prepare financial reconciliation of events covering expenditure, income and donations in a timely fashion following the event, to report net revenue (profit) within one week of each event
- Analyse internal and third-party Reach events in terms of their gross, cost and net profit.

Other requirements

- Develop strong, consultative working relationships with key internal and external stakeholders, positively and constructively representing Reach at all times
- Continuously review processes, procedures and systems to ensure they are as efficient and effective as possible
- Provide regular reports to Management and/or Board on performance and risk mitigation strategies, if necessary.
- Ensure that responsibilities are delivered on time and meet the requirements and expectations established by the Head of Fundraising and Marketing
- Maintain an up to date understanding of, and commitment to, Reach's philosophies, programs and messages at all times and be able and willing to advocate for Reach, as opportunities arise
- Other administrative duties or responsibilities as required to support the Fundraising and Marketing team.

KEY SELECTION CRITERIA

QUALIFICATION / EXPERIENCE

Preferred: Tertiary qualifications in Event Management, Marketing or Business or similar field

SKILLS

- Proven success in fundraising and/or sales experience of new revenue sources
- Exceptional verbal and written communication and relationship management skills
- Demonstrated skills experience in event management and customer service
- Ability to present in front of small to large groups to inspire and compel support of the Reach work
- People management – developing strong team with focus and recognition/engagement of team members to maximise performance, growth and retention
- Strong administration and organisational skills with a very strong attention to detail
- Ability to work with database systems and Excel spreadsheets
- Demonstrated experience in developing and maintaining meaningful professional relationships with young people
- Good computer literacy and prior experience using a range of software including Word, Excel, Outlook etc.
- Demonstrated experience working collaboratively within a multi-disciplinary team
- Resilience and ability to cope with periods of high workloads
- Ability to 'multi-task' and manage various tasks at one time.

VALUES / ATTRIBUTES / ATTITUDE

- Commitment to the shared values and philosophies of Reach, including being open and willing to engage authentically in Reach's work
- Positive, constructive, "can-do" attitude
- Possessing a "growth mindset" and an openness to change
- Strong teaming orientation with ability to be a great team contributor
- Ability to work to deliver numerous after-hours events

ADDITIONAL INFORMATION AND REQUIREMENTS

- This position is based primarily at the Dream Factory, Collingwood. Some travel may be required to various locations throughout metropolitan Melbourne/Sydney and regional areas.
- Any offer of employment at The Reach Foundation is subject to a satisfactory Working with Children Check, identifying Reach as your employer, prior to starting employment at Reach and satisfactory National Police Records Check.
- The incumbent must hold a current Driver's License for an Australian state and have access to a private vehicle for work use. Travel expenses can be reimbursed in accordance with Reach's Travel and Expenditure Policy.
- Some after-hours work will be required for this role. Time in Lieu arrangements are in place, to compensate for the working environment and subsequent working hours that may be expected outside of standard business hours.
- Salary packaging arrangements are available to all Reach permanent and fixed term contract employees.

HOW TO APPLY

Our application process has 2 parts. BOTH must be provided if you want your application to be **considered**.

PART 1 (screening)

Provide answers to the following questions in a separate Word document with your name included:

1. What are the key ingredients to having a holistic and successful marketing function in the not-for-profit sector?
2. Describe a time when you've gone on the Hero's Journey in your own life.
3. Why Reach?
4. Why are you looking to change roles at this point in your career?
5. What are your salary expectations and notice period (if applicable)?
6. Do you consent to Reach holding your personal information on file?

PART 2 (CV and key selection criteria)

Provide your CV and a cover letter **explicitly addressing all Key Selection Criteria in the attached PD** (Qualifications/Experience; Skills; Values/Attributes/Attitude).

Email all documents to recruiting@reach.org.au, using the subject line: "Manager, Marketing & Communications application – YOUR NAME".

Questions can be directed to our Head of Fundraising & Marketing: Tyler Juel

(tyler.juel@reach.org.au).

Applications close: Thursday 6th June 2019 at 11pm.

WHY WORK AT REACH?

We are an inspirational and dynamic youth not-for-profit organisation that maintains a strong youth voice throughout our organisation.

Reach has a vibrant and collaborative culture where people are energetic and passionate about making a difference in the lives of young people to help them reach their full potential.

At Reach, we encourage our people to develop skills and to grow within the organisation. Also, our people have access to a range of competitive staff benefits and the opportunity to work in a creative and fun workplace with like-minded people working both independently and as part of a team.

Overall, we are constantly striving to encourage our own people and all young people, no matter what their circumstances, to achieve their dreams.

MAKING A DIFFERENCE – THE REACH BRAND:

- We value people being real and honest with each other.
- We encourage people to think about and do things differently.
- Reach is a strong and well-known brand in the NFP sector with the support of large corporate partners.
- We are a progressive employer which embraces diversity and equality.
- Reach is built on a positive youth development model, promoting well-being by creating safe and supportive spaces where young people can share their stories and experiences, improve their self-awareness and build deeper, more meaningful connections.

FUN WORKPLACE:

- Our workplaces are creative and vibrant.
- Reach has a “young energy”.
- Staff, volunteers and visitors find Reach to be a warm and friendly environment.
- Our workplace vibe is fun with a lot of laughter, music and fun activities in the office.
- There are fun opportunities with other employees at camps and internal training sessions.
- Our open plan offices enable good contact and easy access to other employees.

GROWTH ORIENTED AND INSPIRING:

- We encourage people to follow their dreams, no matter what their circumstances.
- Reach encourages individuals to develop skills, careers and growth within the organisation.
- There are growth opportunities for crew and volunteers with suitable skills and experience to progress to staff roles.

OPEN COMMUNICATION AND SUPPORT:

- Our environment is very collaborative.
- Supportive peers and managers frequently celebrate small wins and group success.
- Managers are supportive of employee’s personal and professional goals.
- Managers are responsive to employee’s ideas and issues.
- Good communication systems enable employees to know what is happening at all levels of the organisation.

PEOPLE AND CULTURE:

- Employees are encouraged to be authentic and to be open with others.
- Our people are young at heart with lots of energy, enthusiasm and drive.
- Reach people are like-minded in terms of their interest in helping people to realise their full potential.
- We have a collaborative and supportive culture with ongoing celebrations and activities.
- There are opportunities to be creative at Reach, and creative things happen around you all of the time.
- Reach feels very much like working within a family business with family and friends.
- Reach's culture is vibrant and collaborative, and is built around the Reach values: Stay Young, Give a Shit, Be Your Word, Speak Your Truth, Practice the Magic, and Inside and Out.

EMPLOYEE BENEFITS

- Salary packaging increases the take home cash for staff via general expenses, meal and travel and hire, lease and entertainment packaging options.
- Our Employee Assistance Program offers free, confidential counselling for staff and their family members.
- We support good work-life balance for our people.
- We have a number of flexible work arrangements: for example, self-funded leave (up to extra 4 weeks per year; compressed work week; part-time roles).
- Paid study leave is available to our staff.
- We have a staff learning program for work-related development.
- Our staff can attend Reach programs.
- Our managers are supportive surrounding return-to-work following maternity leave.
- Reach offices (VIC and NSW) are easily accessible via transport links and close to shops and cafes.