

## COMMUNICATIONS, MARKETING AND FUNDRAISING MANAGER

The Australian Refugee Association Inc. (ARA) is a community-based organisation providing settlement, migration and other appropriate assistance to refugees, migrants and other people of concern.

ARA promotes a holistic approach to the needs of refugees and sees the final goal of settlement as full participation in the social, economic, cultural and political life of Australia while maintaining security of personal, family and community identity.

ARA employs staff to achieve the full range of its objectives. All staff are expected to be aware of and responsive to the needs of the organisation as a whole as well as the particular requirements of their own Position Description.

### 1. REPORTING RELATIONSHIPS

- Reports directly to the CEO.
- Works closely with the Senior Manager – Corporate Services and Grants and Business Development Manager.
- Collaborates with all staff members and a variety of external groups.
- Direct report: Fundraising & Marketing Officer.
- Indirect report: Graphic Design Officer.

### 2. KEY RESPONSIBILITIES

Works closely with the CEO and collaborate across teams to deliver effective and innovative communications and marketing services across the organisation. This position is a key part of the senior leadership team where you will lead your team to support the organisation's strategies. The role is also required to oversee small fundraising and graphic design programs.

#### Program Responsibilities

##### Development and Delivery

- Develop a marketing strategy to increase awareness of ARA's services in accordance with budget, including:
  - all the organisation's marketing and promotional communications,
  - social and digital media,
  - website,
  - media coverage,
  - member communications,
  - fundraising, and publications, including the Annual Report;
- Oversee Google Analytics, SEO, and social media to ensure all external facing channels and brand representation is current and working optimally;

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## POSITION DESCRIPTION

- Ensure communications, branding and promotional material is of the highest standard and is culturally sensitive and appropriate;
- Oversee and approve all creative assets of the organisation;
- Keep informed of marketing strategies and trends;
- Work with external consultants and Fundraising Coordinator to maintain a small fundraising program which includes regular appeals, gifts in wills, online and regular giving, community fundraising and major donors and develop an annual fundraising strategy;  
Manage the organisation's major donor and bequest programs;
- Manage the variable costs of the program budget;
- Lead all communication activities across on-line, off-line and media;
- Procure or create compelling content;
- Collate briefs and procure suppliers as required;
- Monitor and analyse results against KPI's and prepare forecasts and reports as required;
- Exercise judgement and make decisions in accordance with the organisation's policies and goals;
- In consultation with the CEO, oversee the recruitment of new staff and volunteers into the communications, marketing and fundraising team;
- Follow orientation and induction processes with new staff in the communications, marketing and fundraising team, including volunteers;
- Oversee the management of the donor database and ensure donors are treated with utmost respect and appreciation;
- Provide services in accordance with organisational policies and procedures, including privacy of client and donor information;
- Take responsibility for own time management, planning and organisation of work as well as any staff under supervision;
- Keep accurate and timely records;

### **Stakeholder Engagement**

- Develop and maintain external relationships for the purpose of increasing fund raising revenue and developing sponsorships and partnerships;
- Manage event sponsorship negotiations in consultation with the CEO;
- Represent ARA at public events as required;
- Participate in forums, expos, conferences and meetings to promote ARA's services and enable the successful delivery of the fundraising and marketing plan;
- Stakeholders include key donors, businesses, community groups, service providers, schools, sporting and creative arts associations, local councils, churches, etc.;

### **Reporting**

- Provide quarterly reports to the CEO and Board in the areas of:
  - fundraising and marketing project/program development;
  - service performance targets;

## POSITION DESCRIPTION

- budget variance (in liaison with Corporate Services Manager); and
- stakeholder engagement.
- Provide accurate timesheets and mileage records for CEO approval.

### 3. PERSONAL CRITERIA

#### Qualifications:

- A relevant tertiary degree in Marketing/Communications is a prerequisite unless the equivalent knowledge has been attained through lesser qualifications and/or significant experience gained from previous appointments.
- A relevant qualification in Fundraising is a prerequisite unless the equivalent knowledge has been attained through significant experience gained from previous appointments.
- Current full Australian driver's licence.

#### Experience & Knowledge:

- Three years minimum experience leading marketing strategy development and execution of external and internal communications.
- Three years minimum experience in Fundraising, including development of a fundraising strategy.
- Ability to manage a brand across all channels, programs and products and seek new opportunities to promote and strengthen the brand. Sound team leadership and management capabilities, including managing a small team.
- Highly developed interpersonal, liaison and negotiation skills, and demonstrated ability to maintain productive and collaborative relationships with diverse stakeholders.
- Ability to work independently while relating to a broader team and drive own work program.
- Excellent written and oral communication skills and demonstrated ability to develop resources, articles and other information as required.
- Knowledge of contemporary human resource management principles and processes.
- Experience using Microsoft applications and database systems such as Salesforce.
- Awareness of multicultural and cross-cultural issues, the needs of refugees, and programs aimed at meeting those needs.

#### Personal Capabilities

- Ability to positively contribute to the leadership and management of the organisation.
- High degree of management, analytical, problem solving and decision-making skills.
- Demonstrated ability to effectively manage human and financial resources to meet targeted productivity and service outcomes.
- Ability to work with a broad range of individuals, external bodies and organisations.
- Ability to work in cooperation and consultation with other ARA staff members, consultants and volunteers.
- Ability to effectively manage staff and conduct formal and informal management processes.
- High level of written and verbal communication skills including the ability to liaise, negotiate and advocate.

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## POSITION DESCRIPTION

- Ability to work autonomously to meet deadlines and display flexibility in response to changing circumstances and priorities.
- Strong ethical practices with a specific commitment to:
  - ARA Service Principles;
  - Equal Opportunity and Anti-discrimination;
  - Work Health & Safety.

### 4. WORK HEALTH & SAFETY RESPONSIBILITIES

- Compliance with Agency WHS policies and procedures.
- Active promotion of safe work practices in the workplace.
- Reporting of all hazards, incidents and actions taken to prevent accidents.
- Maintenance of a safe working environment in all locations.

### 5. SPECIAL CONDITIONS

- Evidence of Australian residency or current working Visa.
- Department for Communities & Social Inclusion (Child-related) Clearance, updated every three years.
- National Police History Check, updated every three years.
- Must be willing to participate in training and development opportunities as part of continued professional development.
- Must hold a current unrestricted driver's license.
- Must own a roadworthy vehicle that is registered and has minimum third party property insurance and be able to use this for work purposes.
- Willing to work in various locations within the metropolitan area.
- Willing to participate in occasional after hours work.

# POSITION DESCRIPTION



6. ACKNOWLEDGEMENT
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Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Employee Name: \_\_\_\_\_

Manager Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

