



Women's Safety Services SA

Job & Person Specification - Corporate

Position Title:	Fundraising, Sponsorship & Marketing Coordinator		
Classification:	Corporate		
Location:	Mile End/ Head Office		
Last Reviewed	15/07/2022	Review Due	15/07/2024

Role Reports to:	Reports to Chief Executive Officer
Direct Reports:	<ul style="list-style-type: none">N/A

KEY PURPOSE OF THE POSITION

The Fundraising, Sponsorship and Marketing Officer will be responsible for the planning and coordination of Women's Safety Services SA fundraising activities, sponsorship opportunities and marketing strategies.

THE ORGANISATION

WSSSA is a women's and children's domestic and family violence service that provides an integrated response to its clients through the provision of specialised, accessible, and flexible models of service delivery. WSSSA has a strong and varied history, delivering services across diverse cultures and backgrounds. Our practice model is underpinned by a safety-first approach which seeks to ensure that the safety and empowerment of women and their children is paramount in all aspects of service delivery and advocacy.

VALUES AND PRINCIPLES

We value and are committed to:

- Safety
- Diversity and Equity
- Respect
- Responsiveness, Flexibility, and Innovation
- Knowledge and Accountability
- Community responsibility

KEY WORKING RELATIONSHIPS

- Chief Executive Officer
- Executive Leadership Team
- Key internal & external stakeholders



KEY RESULT AREAS

Develop and deliver an annual fundraising strategy to meet revenue targets, including:

- Events
- Sponsorships
- Regular donations
- Bequests
- Community fundraising, and
- Other innovative fundraising initiatives
- Maintain fundraising and marketing information on WSSSA's SharePoint platform.

Develop, deliver, maintain, and evaluate marketing strategies to increase awareness of WSSSA's service including:

- Oversee the maintenance and improvement of WSSSA website to ensure maximised usage of sites
- Assist to develop and implement media strategy, media liaison policy and related processes
- Act as point of contact for all media enquiries and prepare media speaking points for WSSSA
- Implement and monitor social media campaigns, manage social media accounts, and implement changes to use of social media platforms as required
- Oversee promotion, marketing, and branding activities for WSSSA and its services
- Evaluation of marketing strategies

Stakeholders Engagement

- Maintain collaborative and effective relationships with key internal and external stakeholders to ensure marketing and public relations activities are effectively executed and communicated
- Adhere to legislative requirements with respect to confidentiality and privacy of information;

PERSON SPECIFICATION

Essential Qualifications

- Tertiary qualifications in fundraising, marketing and/ or communications or a related field, and/ or experience commensurate with the position

Competencies and Experience

- Experience in developing, implementing, and evaluating fundraising and marketing plans.
- Experience in developing and maintaining relationships with donors and key individuals representing a broad range of businesses, organisations, and community groups.
- Significant knowledge and experience with engagement, marketing and communication systems, methodologies, and protocols.
- Strong creative writing skills to produce interesting & engaging communications and marketing campaigns on a wide range of platforms.
- Strong Interpersonal skills with ability to build collaborative relationships at all levels of an organisation and with key external stakeholders.
- Expertise and knowledge of a range of IT and social media platforms.



- Understanding of women's and children's experiences of domestic and family violence, and related support services.
- Strong analytical and creative thinking skills, and high level of attention to detail.
- Demonstrated ability to plan and manage workload, and meet deadlines, under minimal direction.

SPECIAL CONDITIONS

- Current full Driver's License and able to drive.
- The incumbent is required to satisfactorily complete a Department Human Services Child Related Screening and National Police Check.
- Must be able to work outside normal hours when required.
- Fully vaccinated as ATAGI recommendations.

GENERAL DUTIES & RESPONSIBILITIES

- Faithfully and diligently, perform the duties consistent with this position as may be varied from time to time by the organisation.
- Comply with all laws applicable to the performance of this position and not to enter any arrangements or understandings that conflict with your duties as a team member of the organisation.
- Ensure the health and safety of yourself and others by complying with WSSSA's Work, Health & Safety policies, procedures, and guidelines.
- Ensure work is performed in alignment with WSSSA values and practice framework, and the WSSSA Code of Conduct

Duty as a Public Officer

- As a Public Officer, as per the Independent Commissioner against Corruption (ICAC) definition, you have a mandatory reporting obligation to report to the Office for Public Integrity (OPI), any conduct that you reasonably suspect raises and issue of corruption, or serious or systematic misconduct or maladministration in public administration. As a Public Officer your own conduct could be subject of a report to the OPI and as a result you could be investigated for corruption.

Prepared by Name: Natalie Sawyer Role Title: People & Culture Advisor	Date: 15/07/2022
Approved by Name: Maria Hagias Role Title: Chief Executive Officer	Date: 15/07/2022