

Position Description

Position Title:	Marketing and Events Lead
Role Type:	Fixed term
Award and Level:	Social, Community, Home Care and Disability Services Award Level 5
Background	
<p>Palliative Care South Australia (PCSA) is a leading charity and independent peak body representing palliative care providers, consumers and their families and those with an interest in palliative care in South Australia. PCSA was established in 1984 and is a membership-based organisation, supporting the individuals, families, carer's, community members, as well as specialist and generalist health care professionals working with South Australians experiencing serious illness, dying, death and grief. Collectively, the PCSA membership body holds tremendous knowledge and wisdom about the challenges the sector faces and the opportunities those challenges can bring. PCSA is a founding member of Palliative Care Australia.</p>	
Position Summary	
<p>This position is responsible for leading the organisation's marketing, fundraising and events functions to lift the profile, awareness and financial security of PCSA and palliative care in South Australia.</p>	
Main Tasks and Responsibilities	
Marketing, Membership and Fundraising	
<ul style="list-style-type: none"> • Develop, implement, maintain and evaluate a <i>Marketing, Membership and Fundraising Strategy</i> <ul style="list-style-type: none"> ○ Oversee the development and execution of the communications and promotion plan to increase brand awareness and activity engagement and participation. ○ Drive the effective delivery of an aligned program of marketing, communications and engagement across target audiences and stakeholders, managing public relations and media and the website and social media platforms ○ Write copy and work with graphic designer to develop marketing assets for communications, public relation activities, news articles, blogs, social media posts, publications and newsletters ○ Be the organisation's brand ambassador ensure consistency of branding and messaging across all materials and forums ○ Conduct regularly analysis of marketing and communications metrics to demonstrate activity and improve reach and engagement • Raise funds for the organization through fundraising, donations and education delivery to deliver financially sustainable programs and organisation <ul style="list-style-type: none"> ○ Contribute to the establishment and maintenance positive long term relationships with possible sponsors in the industry to deliver on fundraising targets ○ Identify and track marketing, PR, sponsorship, philanthropic and fundraising opportunities ○ Establish and maintain positive long term relationships with possible sponsors and relevant key stakeholders in the industry to deliver on fundraising targets across local councils, non government organisations, corporate sponsors, local businesses ○ Manage sponsorship/fundraising proposals, contract negotiation (as delegated) and reporting ○ Drive the organisation's fundraising activities • Oversee and contribute to the coordination of publications, reports and resources, (including the annual report) • Oversee the management of the membership system including database, correspondence, promotion, marketing. 	

- Regularly analyse members information to identify opportunities for communication, marketing, fundraising, sponsorship and consultation opportunities
- Champion membership engagement throughout the organisation, encouraging all activities to identify opportunities to improve engagement, benefits and consultation for members
- Maintain effective relationships
 - Ensure an effective CRM is implemented and maintained
 - Liaise with other palliative care marketing, fundraising and events experts nationally to ensure consistency, sharing and identification of opportunities.
 - Develop and implement and maintain the Ambassador and Patron program to increase the profile of the organisation
- Maintain and monitor:
 - MONDAY (for marketing, membership and resources plans and task management)
 - GIVENOW (for fundraising)
- Work closely with:
 - *PCSA Education Team* to support quality marketing, communications, media engagement, storytelling for all education activities. Identify opportunities to increase funds (fundraising, sponsorship etc) and membership engagement related to education.
 - *PCSA Programs Team* to support quality marketing, communications, media engagement, storytelling for all programs. Identify opportunities to increase funds (fundraising, sponsorship etc) and membership engagement related to programs.
 - *PCSA Volunteer Coordinator* to identify opportunities to for volunteers to engage in Marketing related activities.
 - *CEO* to provide updates and insights into marketing, membership, fundraising and sponsorship activities.
- Train staff and volunteers in marketing, fundraising system, ensure consistency in approach across all marketing activities
- Reporting and Records
 - Produce monthly marketing reports. Including analysis and recommendations.
 - Maintain task status updates in MONDAY, minimum weekly
 - Maintain an CRM to capture all marketing relationships

Event Management

- Develop, implement, maintain and evaluate an *Events and Training Strategy*
 - Maintain an event and training calendar for PCSA and ensure minimal crossover with other relevant industry events
 - Oversee the effective delivery of on time events, conferences and training activities within budget:
 - Development of events plan and uploading to MONDAY as a tracking tool and allocating responsibilities across the team
 - Develop and Lead each event organising groups, maintain meeting notes and ensure actions and responsibilities are clear
 - Development of event marketing material, assets, communications and key messages
 - Development of event budget, approve and track expenses and monitor income
 - Identify sponsorship and fundraising opportunities within each event, develop prospectus, promote and liaise with relevant stakeholders and organize sponsorship once in place
 - Manage event Risk management and WHS
 - Develop and Lead Speaker and VIP Management – invite, liaise and develop speaker manual, pre-event checkins and be the point of contact for all speakers

- Develop and maintain event runsheet and programs and ensure quality implementation
 - Manage event evaluation (participants, speakers and organizing group), create post event reporting (internal and external), including identify improvements and future learnings and providing direct feedback to those involved
- Maintain and monitor:
 - MONDAY (for events and trainings)
- Work closely with:
 - *PCSA Education Team* to support events and training for all education activities.
 - *PCSA Programs Team* to support events and training for all programs activities. Provide support for wish team to fulfil high profile wishes.
 - *PCSA Volunteer Coordinator* to identify opportunities to for volunteers to engage in event related activities.
 - *CEO* to provide updates and insights into events and training activities.
- Train staff and volunteers in marketing, fundraising system, ensure consistency in approach across all event activities.
- Reporting and Records
 - Produce monthly events reports. Including analysis and recommendations.
 - Maintain task status updates in MONDAY, minimum weekly
 - Maintain an CRM to capture all marketing relationships

Staff Leadership

- Lead and coach staff and volunteers to enable them to be the best they can by providing supervision, mentoring and guidance
- Strategically grow the organisation's volunteer base and provide effective oversight of the function
- Manage the effective delegation of workflow/duties to staff and volunteers
- Create a positive and productive culture, ensuring to lead by example at all times
- Contribute to workforce management and succession planning by recruiting, training, and supervising staff within appropriate delegations

Governance, Quality and Continuous Improvement

- Contribute to the development and implementation of business and risk management systems that are aligned to industry best practice and strategic goals
- Establish documentation to support effective knowledge management
- Champion a continuous improvement agenda, implementing and monitoring continuous improvement projects
- Prepare and complete internal audits against business management systems

WHSE: Promote a Positive Work, Health and Safety Environment

- Promote a workplace that is free from bullying and harassment
- Reinforce and influence safety behaviours in the workplace
- Comply with Equal Employment Opportunity and Discrimination legislation
- Take personal responsibility for complying with WHS policies and procedures
- Follow all reasonable work instructions, work procedures and practices to maintain the health and safety of yourself and others in the workplace
- Ensure safety and ergonomics of your work area
- Keep the workplace free from harassment and discrimination
- Ensure understanding and implementation of emergency evacuation procedures
- Assist in the investigation of hazards and incidents and address organisational risks
- Work with the management team to identify safety problems and find solutions

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- Assist in the rehabilitation and return to work for injured workers where required

Notwithstanding the above, other duties as reasonably directed.

Key Attributes

Essential

- Demonstrated experience in delivering a marketing and/or fundraising function in the health/not for profit or community sector
- Proven success in increasing income opportunities for an organisation
- Experience delivering a range of projects/events on time and within budget
- Ability to write copy for storytelling and media releases
- Strong understanding of social media marketing
- Strong stakeholder management skills
- Strong public relations skills
- Good time management, planning and organisational skills
- Problem solving and resourcefulness
- Flexibility and accountability
- Staff management
- Accountability
- A shared passion and determination to play a key role in delivering the mission and vision of the organisation

Desirable

- Tertiary qualifications in public relations, communications and/or marketing

Our Inclusivity Statement

Palliative Care South Australia values diversity and is committed to creating an inclusive work environment. Recruitment and selection decisions are based on merit and not affected by irrelevant personal characteristics. We encourage people who identify with any of the following groups to actively seek employment with Palliative Care South Australia: Lesbian, Gay, Bisexual, Transgender, Intersex and Queer (LGBTIQ); Aboriginal and Torres Strait Islander (First Nations); people from Culturally and Linguistically Diverse (CALD) backgrounds and people with disability.

TERMS AND CONDITIONS OF EMPLOYMENT

Requirements:

For acceptance of this position the employee must hold a current:

- National Police Check
- Current driver's license
- Right to work in Australia

Conditions

- 6 month probation period for new employees
- Comply with organisational policies and standards of conduct
- Some intra and interstate travel is required including overnight
- Out of hours work may be required

EMPLOYEE ACKNOWLEDGEMENT

Employee Full Name		Signature		Date	
Date Position Description (PD) Approved by CEO					26/5/2023