



Position Description

POSITION TITLE:	Campaigns and Events Officer
LOCATION:	The position will be based in Canterbury
RESPONSIBLE TO:	Manager - Supporter Development & Communications
RESPONSIBLE FOR:	NIL Reports

ORGANISATIONAL CONTEXT

MND Victoria is dedicated to providing the best possible support to people living with motor neurone disease (MND). 'People living with MND' includes people who have been diagnosed, families, carers, former carers, friends, workmates, service providers and any other person whose life is, or has been, affected by MND.

MND Victoria was formed in 1981 by a group of volunteers with the strong involvement of people with MND, their families, health professional and other concerned people to address the absence of a coordinated response to MND. It is a state-wide not-for-profit organisation, predominately self-funded situated in Canterbury in the eastern suburbs of Melbourne.

Services to people living with MND and some other unrepresented neurological diseases, that cause disability, are delivered at no cost to the client. They are coordinated and provided through MND Support Services. Volunteers are a vital part of MND Victoria and work across most program areas.

Through a collaborative partnership with MND Tasmania, MND Victoria offers information and advisor services to people in Tasmania impacted by MND.

SERVICE CONTEXT

The focus of all Supporter Development and Communications activities is to support people who are undertaking activities to raise awareness and funds to underwrite the services delivered by the Association to people living with MND.

The four key Support Services are:

1. **MND Advisor and Support Coordinator Service:** MND Advisors provide support to people living with MND to assist them to live as long as possible with the best quality of life possible.
2. **Education and Client Support Service:** The Client Support and Education service provides comprehensive education and information support to people impacted by MND as well as being the first point of contact for new clients and processing new registrations.
3. **Equipment Service:** MND Victoria has developed an extensive range of assistive technology equipment, available free of charge to people with MND.
4. **MND Victoria's work is supported by a network of volunteers.** The dedicated assistance that volunteers provide underpins all MND Victoria's activities.

POSITION PURPOSE

The Campaigns and Events Officer will help people with MND live better for longer by working collaboratively within the Supporter Development & Communications team, ensuring MND Victoria continues driving existing fundraising and awareness raising campaigns and events successfully and creatively. The Campaigns and Events Officer will also be tasked with creating new revenue streams through new and innovative campaigns and events that will appeal to the wider MND community. These new revenue streams will enhance the overall fundraising and awareness raising avenues of the Association.

The Campaigns and Events Officer will work collaboratively with the Manager – Supporter Development and Communications, Communications and Fundraising Officer, Digital Marketing Officer and Team Leader – Education and Client Support and various other team members to broaden MND Victoria's reach and visibility within the community. Campaigns and events are a major source of revenue which enable MND Victoria to provide its vital Support Services to Victorians living with MND.

KEY AREAS OF RESPONSIBILITY

The Campaigns and Events Officer's overall responsibility is to work within the Supporter Development and Communications team to develop, refine and deliver MND Victoria organised fundraising and awareness raising campaigns and events that play a major role in achieving goals which will enable the Association to deliver the best possible services to people living with MND.

1. **Take responsibility for a small portfolio of existing MND Victoria events and campaigns whilst looking to create new and dynamic fundraising and awareness raising opportunities**

- Take responsibility for the successful development and implementation of existing events and campaigns such as MND Victoria's iconic Walk to D'Feet MND
- Coordinate event logistics such as site planning, merchandise, liaising with volunteers, councils and local stakeholders, on the day experience and more, ensuring supporters have an outstanding experiencing fundraising for MND Victoria
- Create and deliver new and dynamic events and campaigns that engage the MND community and will increase MND Victoria's profile and overall revenue
- Identify opportunities for innovation within new and existing fundraising campaigns
- Undertake reviews of campaigns and events to ensure ongoing effectiveness
- Work closely with Digital Marketing Officer and Fundraising and Communications Officer to ensure all projects are delivered effectively and with maximum impact
- Use identified audience segments to maximise engagement for new and existing campaigns and events through appropriate marketing
- Provide suitable reports and recommendations to Manager Supporter Development and Communications to ensure quality decisions are made to achieve the best possible outcomes for future campaigns and events
- Meet or exceed established key performance indicators for the above activities

2. Actively participate in a team focused approach to the provision of Supporter Development Services and the on-going sustainability of the organisation

- Actively contribute to regular team meetings and participate in the growth and development of the team.
- Keep up to date on user trends in the campaigns and events space and make recommendations to enhance MND Victoria's presence in these areas
- Support fellow team members whilst respecting individuality.
- Contribute to the continuous improvement of MND Victoria's fundraising, communications and management practices.
- Participate in regular supervision with the Manager Supporter Development and Communications and the annual performance management process, including the development of an individual training plan.
- Participate in staff development opportunities.
- Maintain professional development in the field of campaigns and events in not-for profit organisations
- Actively contribute to the development of a safe working environment according to established Occupational Health & Safety practices and procedures.

4. Undertake administrative tasks as required and relevant to the position

- Provide reports as requested by Manager Supporter Development and Communications
- Other duties as required, and appropriate to role

KEY SELECTION CRITERIA

Essential

- Tertiary qualification in events, marketing, sales or a related field
- Demonstrated experience within an events/campaigns or project management role
- A strong sense of initiative, creativity and ability to thrive under pressure of event deadlines
- Passion, motivation and a willingness to be a positive member of a dynamic team
- Outstanding written and verbal interpersonal and communications skills
- Demonstrated attention to detail and the ability to juggle competing deadlines
- Excellent computer literacy. Especially Word, Excel, PowerPoint and Outlook
- Previous experience working in the non-profit sector

Desirable

- Demonstrated experience working in a similar role
- Demonstrated experience in implementing projects in a fundraising environment, to achieve identified outcomes within agreed deadlines
- Ability to build and maintain strong relationships with a broad range of internal and external stakeholders.
- Demonstrated experience working independently and as part of a team

- Experience or understanding of working with people with degenerative neurological conditions
- Demonstrated negotiation and creative problem-solving skills
- Current Victorian Driver's Licence

CONDITIONS OF EMPLOYMENT

- Initial 12-month contract with potential to move to permanent
- Part-time 24 hours per week
- Salary packaging available
- This position is subject to a 6-month probation period
- Appointment to the position is subject to a satisfactory police check, prior to commencement
- Smoking is not permitted on MND Victoria premises or in MND Victoria vehicles.
- All staff will take responsibility for a safe and healthy work environment and have a commitment to equal employment opportunity and a workplace free from discrimination and harassment