

Position Description

Position Title	Marketing Manager
Reports To	CEO
Direct Reports	Nil

Position Purpose

To develop and execute a Strategic Marketing Plan that will increase Lifestart's profile in the corporate, public and government arenas. To contribute to Lifestart's fundraising and marketing goals through the development, facilitation and management of successful quality events and programs.

Key Results Areas

Strategic Planning and Development of Events.

- Develop, lead and implement a strategic fundraising event plan.
- Develop policy and cost-benefit analysis framework for assessing new fundraising event opportunities.
- Develop Guidelines and resources to enable Fundraising Teams to organise and implementing repeat Lifestart Events.
- Develop a roles and responsibilities guide for area based fundraising teams to enable them to take ownership and drive area based events.
- Seek out and / or identify new (major) fundraising events that contribute to Lifestart's key goals.
- Work with the CEO to develop / shape donor solicitation / cultivation / relation events.
- Work with the CEO to develop / shape events that emanate from partnerships.
- Utilise and guide event management capabilities of Lifestart Parent Committees to ensure branch initiated events are a success an in keeping with the Lifestart image.

Fundraising

- Develop and execute a sales plan to ensure fundraising events are fully subscribed.
- Secure event sponsorship (financial and in kind) and auction / prize donations.
- Identify opportunities to maximise financial outcomes while maintaining a quality experience for guests.

Planning, Management and Execution

- Plan, manage and execute Lifestart Corporate
 - Fundraising events.
 - Donor solicitation and promotion events.
 - Events linked to corporate partnerships.
 - Media / relationship events.
 - Other events as determined by the CEO and / or Board.
- Develop critical path and budget.
- Negotiate with suppliers.
- Coordinate and brief all event stakeholders.
- Prepare speeches and run sheets.
- Execute all logistical elements of events.

Internal Relations / External Relations

- Where requested by the CEO, provide strategic advice, guidance and assistance to Lifestart Parent Committees in the organisation of area initiated fundraising events.
- Maintain an open relationship with Parent Committees and Area Coordinators attending meetings on a regular basis.
- Build networks at both the internal, local and corporate arenas.
- Keep supporters, financial and in-kind, up to date with Lifestart events and progress.

Key Results Areas (cont)

Stakeholder management

- Where event committees are involved develop an agreed set of Terms of Reference.
- Liaise with key stakeholders to facilitate involvement, contributions and or attendance.
- Recruit brief and coordinate volunteers from corporate partners and other sources.
- Facilitate de-briefs and prepare event reports for committees, appropriate staff and the CEO.
- Coordinate recognition and thankyou's to all contributors in a timely manner.
- Complete sponsorship compliance reports.
- Develop and maintain a database of sponsors and donors

Marketing Communications

- Develop and execute a marketing plan to support financial plans and overall communication goals.
- Project manages the development of promotional materials required for each event.
- Engage PR advice to maximise media opportunities for various events.
- Ensure all marketing communication is disseminated in a timely and professional manner to all involved parties.

Financial Management and Reporting

- Ensure all revenue for events is processed in a timely and accurate manner.
- Ensure all outstanding payments are collected.
- Design and provide regular management information reports for CEO, including a monthly report to the CEO for distribution to the board.

Person Specification

Qualifications

Essential

- Tertiary qualifications in a related discipline.

Experience and Knowledge

- Proven experience in initiating, developing and managing successful events of varying scale in the corporate and or not for profit sector.
- Experience working with and supporting Boards and Committees.
- Knowledge and understanding of fundraising principles and practices.

Skills

- Outstanding organisational and project management skills, with the ability to manage a multi-task workload and meet deadlines with minimum resources.
- Highly developed written communication skills.
- Advanced computer skills with proficiency in Microsoft products.

Key Relationships

Internal

- Lifestart staff
- Lifestart Chairman, Board of Directors and Parent and Fundraising Committees

External

- Donors and Corporate Partners
- Sponsors and in-kind supporters
- Event participants / attendees / guests
- Volunteers
- Suppliers

Personal Attributes

- Self-motivated and driven
- Creative thinker that takes initiatives and seizes opportunities
- Excellent interpersonal skills with the ability to motivate people towards a common goal.
- The ability to exercise tact, discretion and good judgement.
- The ability to work autonomously and as part of a team.
- Well presented and professional.
- To understand and own the Lifestart vision

Competencies and Behaviours

Customer Service Orientation

- Provides a high standard of service and support to key stakeholders including parents and their families, internal and external customers
- Uses appropriate communication to accurately determine needs of the customer.
- Maintains positive, professional relationships.
- Actively seeks feedback to better understand needs.
- Follows up to ensure customer satisfaction.

Results Focused

- Has a monitoring process to ensure all tasks are addressed.
- Completes all assigned tasks
- Meets deadlines
- Focuses time and effort on making sure that targets / results are achieved.
- Is aware of team targets.
- Takes accountability for personal performance and results..

Communication

- Exchanges ideas by using suitable language.
- Demonstrates a clear, concise, open manner appropriate for the audience.
- Listens when others are communicating.
- Uses approachable and open body language.

Building Positive Working Relationships.

- Contributes opinions, encourages others to contribute their opinions and builds on them.
- Involves others to achieve outcomes – such as recruiting people to the fundraising task.
- Engages in collaborative practice with colleagues
- Works to achieve common goals.
- Accepts responsibility for achieving shared goals.
- Builds trust through managing and delivering on expectations.
- Communicates to others that they are valued and important.

- Establishes contact regularly.
- Communicates understanding

Building Rapport

- Establishing a connection and affinity with others easily and quickly; demonstrating interpersonal sensitivity.
- Quickly makes conversations with new people.
- Confidently makes conversations with new people
- Empathises with others.
- Tactfully communicates sensitive information.
- Conveys an interest in others by listening attentively (active listening).
- Conveys an interest in others by asking relevant questions.

Influencing

- Presents opinions, ideas and or facts clearly.
- Uses logical arguments.
- Demonstrates advantages or benefits of ideas.
- Explores the needs, concerns or objections of others through effective questioning and listening.
- Identifies points of agreement and / or disagreement.
- Checks for understanding
- Builds on the suggestions of others.
- Uses well researched arguments.
- Identifies additional people / facts to support their idea / plan
- Gains commitment

Planning and Organising

- Setting priorities; establishing a course of action for self and/or others to follow; planning appropriate allocation of resources.
- Identifies priorities of own tasks and / or activities
- Effectively allocates own time to complete tasks.
- Establishes short term goals.
- Uses available resources to complete work efficiently