

Position Description

Branch Liaison Officer



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| Role Title: Branch Liaison Officer | Department or Function: Fundraising |
| Reports to: CEO | Number of Reports: Volunteers as needed |

ROLE PURPOSE

To work at a branch level to develop key relationships with families and the Branch Area Manager to build sustainable networks among family groups and to provide regular localised support to those families interested in participating in networking, fundraising and volunteer activities.

To support Parents and Friends (P&F) Committees and fundraising committees on local fundraising and awareness raising initiatives.

To maintain effective and mutually beneficial relationships with individuals, businesses and groups in the community to meet income targets, including third party fundraising and events activities.

Key Result Areas

Development of sustainable branch support groups

- In conjunction with Area Manager foster relationships with members and other key internal and external stakeholders to facilitate a range of activities and events to meet the needs and aspirations of members at a local level.
- Build and maintain strong supporter relationships through a range of regular communications and activities.
- Facilitate support among P&F Committees to develop strong links among the participants through fostering mutual supports both within branches and across the branches.
- Provide administration assistance and other supports as necessary for networking, fundraising and community awareness activities.
- Utilise and guide event management capabilities of P&F Committees to ensure that branch initiated events are in keeping with Lifestart brand.
- Attend P&F Committee meetings on a regular basis.
- Conduct workshops with interested members and supporters on organising fundraising and community awareness activities at a local or regional level.

Development of key relationships in local branch areas

- Identify key stakeholders who can assist P&F Committees and fundraising committees in a range of activities including support groups and fundraising.
- Develop a network of volunteers in local areas to assist P&F Committees in activities and events.
- In conjunction with P&F Committee conduct local area marketing activities to raise Lifestart profile and secure support.
- Respond to enquiries relating to community fundraising events and activities at the local level or across branches where joint projects are identified.
- Keep supporters up to date with Lifestart events and progress.
- Work across all branches to ensure that Lifestart is represented in a consistent, compelling and professional manner.

Engagement with Families

- Encourage families to attend social and fundraising activities.
- Foster relationships with families whereby they feel engaged and welcome in participating in a range of activities which can support the marketing and fundraising goals of the P&F Committee in individual branches.

Engagement with Volunteers

- Work with Area Managers and P&F Committees to identify sources of volunteers in local communities and to recruit local volunteers.
- Develop training, briefing and debriefing protocols.
- Develop volunteer packs.
- Implement training of volunteers for fundraising activities.

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- Ensure that recruitment of volunteers is in compliance with the National Volunteering Standards.

Planning of activities and events

- Work with P&F Committees and Area Managers to develop a calendar of events and activities in each branch.
- In consultation with branch members and Area Manager identify activities and events which can be delivered at a local level, maximising input from families through appropriate levels of support.
- Maintain up to date information for use by P&F Committee and fundraising committees to ensure smooth planning of events.
- Maintain data on previous activities and events to assist P&F Committees in planning.
- Assist P&F Committees to organise and attend visits in the local community to seek new sponsorship or participation in events.
- Work with the P&F Committees and Marketing Co-ordinator to develop promotional materials for events and activities.
- Where a P&F Committee is not active, work with Area Manager to identify key stakeholders who could participate in a fundraising committee.
- Work with Marketing Co-ordinator and Administration staff to ensure that all planned activities comply with Lifestart's policies and procedures and all statutory obligations.

Fundraising

- Work with CEO and Marketing Co-ordinator to ensure appropriate supports are provided to branches for fundraising and community awareness activities.
- Monitor progress to ensure that P&F Committees or fundraising committees can operate effectively and efficiently while complying with Lifestart's Fundraising Policies and Procedures.
- Work effectively with families and other key stakeholders in conduct of events and other activities.
- Engage with the local community to maximise supports for the Branches at a local level for participation in fundraising events.
- Ensure projects are carried out in an appropriate manner to meet all the objectives within the scheduled timeframes and budgets in conjunction with the Parents and Friends Fundraising Committees and where appropriate with the Area Manager.
- Provision of direct support during events when required.
- Assist P&F Committee on analysing and reporting on events when required.
- Assist the Marketing Co-ordinator and the CEO when required in general marketing, fundraising and communications activities.

| Person Specification | |
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| <p>Qualifications</p> <ul style="list-style-type: none"> ▪ Tertiary qualification in Public Relations, Communications, Marketing or Events Management. <p>Experience and Knowledge</p> <ul style="list-style-type: none"> ▪ Proven experience in working with a range of groups. ▪ Experience in initiating, developing and managing fundraising and community awareness events. ▪ Demonstrated ability in coordinating supporter events and activities. ▪ Knowledge and understanding of fundraising principles and practice. ▪ Demonstrated initiative and results in fundraising, marketing and promotions. | <p>Key Relationships:</p> <p>Internal</p> <ul style="list-style-type: none"> ▪ Lifestart Board ▪ Lifestart staff ▪ Families ▪ P&F Committees <p>External</p> <ul style="list-style-type: none"> ▪ Volunteers. ▪ Event attendees/participants/guests ▪ Donors and partners at local level. ▪ Local businesses. ▪ Local not for profit agencies. ▪ Local councils and government agencies. ▪ Suppliers. |
| <p>Skills</p> <ul style="list-style-type: none"> ▪ Excellent interpersonal and relationship building skills to nurture, engage and maintain donors and internal and external stakeholders. | <p>Personal Attributes</p> <ul style="list-style-type: none"> ▪ Highly organised and able to prioritise tasks. ▪ Flexibility to meet a range of job demands and deadlines. ▪ High level of attention to detail. |

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| <ul style="list-style-type: none">▪ Excellent written and oral communication skills.▪ Excellent time management skills and proven experience in managing competing tasks and meeting deadlines.▪ Strong conflict resolution skills.▪ Strong administration and coordination skills, with attention to detail.▪ Strong capacity to build upon meaningful relationships in local areas.▪ Database skills. | <ul style="list-style-type: none">▪ Enthusiasm, drive, energy, creativity and initiative.▪ Capacity to work in a fast-paced, diverse and demanding work environment. |
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Approved by: Suzanne Becker, Chief Executive Officer

Date: 2 August 2010