

**POSITION TITLE:** Campaign Officer

**DEPARTMENT:** Fundraising and Communications

**DATE:** December 2018

**REPORTS TO:** Campaign Manager

**Organisational Vision:**

An inclusive world in which all persons with disabilities enjoy their human rights and achieve their full potential.

**Organisational Mission:**

CBM is an international Christian development organisation, committed to improving the quality of life of persons with disabilities in the poorest countries of the world.

**Department Objective:**

To raise sustainable income from engaged Australians to enable CBM to build a disability inclusive world.

**Purpose of Role:**

Coordinate and support integrated multi-channel fundraising campaigns, namely Miracles Day, to acquire new supporters for CBM. Support new opportunities, strategic sponsorships and coordinate the delivery of community fundraising initiatives, delivering results in line with the overall Fundraising Strategy.

**Level of Direction or Supervision:**

This position reports to the Campaign Manager and works closely with the Miracles Day Project Team. The Campaign Officer is part of the Fundraising team and works in consultation with wider CBM internal stakeholders.

**KEY TASKS AND PRIORITIES:**

Key Areas of Responsibilities	Key Tasks	Performance Indicators	Weighting Total= 100
Coordinate the implementation of CBM’s Miracles Day Campaign	<ul style="list-style-type: none"> <li>• Provide end-to-end coordination of the Miracles Campaign</li> <li>• Manage the Campaign timeline and work with internal and external stakeholders to ensure all key milestones are being met</li> </ul>	<ul style="list-style-type: none"> <li>• Miracles Day Campaign planning documents are implemented and maintained</li> <li>• Marketing collateral is briefed into suppliers, and approved by stakeholders and delivered on time, within budget and of a high quality</li> </ul>	50%

	<ul style="list-style-type: none"> <li>• Engage stakeholders in scoping and planning all campaign initiatives</li> <li>• Liaise with external suppliers to ensure all briefs are met</li> <li>• Produce all marketing collateral associated with the campaign</li> <li>• Ensure all items are reviewed and signed off by appropriate stakeholders</li> <li>• Member of the Miracles Day Steering Committee as Project Coordinator</li> <li>• Track expenses against budgets</li> <li>• Assist in building and maintain relationships with CBMs radio station partners</li> <li>• Coordinate the travel and logistics of domestic conferences and international travel</li> <li>• Manage internal communications of Miracles Day</li> </ul>	<ul style="list-style-type: none"> <li>• Miracles Day Project Team meetings are scheduled and activities are monitored to ensure key milestones are met.</li> <li>• Well organised Miracles Day resource field trip and live broadcast radio station field visit.</li> <li>• Post implementation review completed and improvements identified</li> </ul>	
Manage event sponsorships	<ul style="list-style-type: none"> <li>• Manage and coordinate the CBM suite of Christian event partnerships</li> <li>• Coordinate CBM's sponsorship of Christian Media Arts Association (CMAA) events.</li> <li>• Maintain key relationships with event organisers</li> <li>• Work with the Inclusive Development, International Programs and Major Partner teams to ensure leverage of all sponsorships</li> <li>• Coordinate speakers, stands and volunteers as needed</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunities for improvement and cost efficiencies are identified and built into existing relationships and processes</li> <li>• Work with event partners on agreements for best leverage of events</li> <li>• Event sponsorship costs are maintained within budget</li> <li>• Engage in Christian Media forums to build networks and track developments</li> <li>• Complete all event sponsorship tasks as required</li> </ul>	20%
Implement Community Fundraising Initiatives	<ul style="list-style-type: none"> <li>• Create the CBM Community Fundraising Kit and associated collateral</li> <li>• Acquire new community fundraisers and foster ongoing relationships with event participants</li> </ul>	<ul style="list-style-type: none"> <li>• Effectively manage and support new fundraising initiatives</li> <li>• Manage all internal and external relationships associated</li> </ul>	20%

	<ul style="list-style-type: none"> <li>• Support and manage individuals, schools and community groups in their fundraising initiatives</li> <li>• Implement campaign communications for all in-celebration and in-memory donations</li> <li>• Implement Community Fundraising programs around key events. ie Run Melbourne, City to Surf</li> <li>• Work closely with Everyday Hero and external clients to execute effective campaigns</li> <li>• Implement an accurate reporting processes</li> </ul>	<ul style="list-style-type: none"> <li>• Arrange all necessary content and collateral requirements</li> <li>• Ensure projects are delivered on time, within budget</li> <li>• Complete post implementation review as required</li> </ul>	
Finance and Reporting	<ul style="list-style-type: none"> <li>• Prepare business cases to support new initiatives and investment</li> <li>• Monitor and track budgets and targets</li> <li>• Report on expenses and income as required</li> <li>• Provide input into the strategic direction of the fundraising team</li> </ul>	<ul style="list-style-type: none"> <li>• Provide Campaign Manager with monthly reports on the progress of campaigns</li> <li>• Complete initiatives within budget and to agreed timeframes</li> <li>• Timely delivery of inputs into strategic processes as required</li> </ul>	5%
Active member of the Fundraising Department	<ul style="list-style-type: none"> <li>• Participate in activities within the Fundraising and Communications Department</li> <li>• Look for opportunities to increase effectiveness and impact of fundraising initiatives</li> <li>• Manage successful relationships with internal and external stakeholders</li> <li>• Continually upgrade understanding of best practice fundraising strategies</li> <li>• Demonstrate and display CBM's values and behaviours</li> </ul>	<ul style="list-style-type: none"> <li>• Provide input and support both to the team and broader department</li> <li>• Have input into overall fundraising strategy</li> <li>• Successful relationships with internal and external stakeholders</li> <li>• Attend industry workshops and maintain relationships with industry peers</li> </ul>	5%

### SPECIFIC OUTCOMES REQUIRED

Ensure Miracles integrated campaign is successful and meets agreed KPIs
Support the Campaign Manager in the development and implementation of the Miracles Day campaign
Ensure all stakeholder expectations are met
Work with external suppliers to create all associated campaign marketing collateral
Monitor timelines to ensure key milestones are met
Refine processes to meet organisational requirements and maximise efficiency
Manage event sponsorships
Implement community fundraising initiatives
Effectively manage internal and external stakeholders

### KEY COMPETENCIES OF ROLE

Marketing, Communications or Fundraising qualifications with proven event management or campaign coordination experience with at least 4 years experience
Effective project coordination skills, able to manage time and resources to see projects through to completion
Demonstrated ability to develop communications for different audiences and across multiple channels
Ability to work with and coordinate multiple stakeholders to deliver agreed outcomes
Demonstrated understanding of fundraising fundamentals and channels
Excellent relationship management and collaboration skills
Ability to think and plan strategically
Demonstrated ability to work autonomously and as part of a team
Commitment to and ability to demonstrate and display CBM's values and behaviours
Ability to work well as part of a team
Be willing to travel domestically and internationally if required
Solutions focussed with a 'can-do' attitude
Graphic design skills desirable, but not necessary

### Job Evaluation

Factor	Level	Score
Responsibility and Accountability		
Judgement and Decision Making		
Interaction and Influence		
Knowledge and Application of Creative and Technical Skill		
TOTAL		
Salary Grading		

**Signed**

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Mariska Meldrum  
Campaign Manager

**Date**

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**Signed**

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Campaign Officer

**Date**

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