

Position Title	Engagement & Partnerships Manager	Report to	Marketing & Fundraising Director
Division & Team	Marketing & Fundraising / Engagement Team	Location	Subiaco
New position or revision & date	Revision December 2024		

Position Purpose

This role leads our Engagement team to deliver our fundraising campaigns and events, engage with our supporters and community and drive our partnerships and sponsorship program. This role is responsible for increasing brand awareness, growing fundraising revenue, maximising community engagement and our supporter experience for Cancer Council WA.

Our Vision	Achieve a cancer-free future for our community.
Our Purpose	Cancer Council Western Australia works with our community to reduce the incidence and the impact of cancer.
Our Values	<p><i>Making a real difference</i> We seek to have a major positive impact on the lives of all West Australians. We never stop seeking to improve and innovate what we do and are prepared to take risks to achieve breakthrough results.</p> <p>We do this by living the following values:</p> <ul style="list-style-type: none"> • <i>Integrity</i> We have high standards and we do what we say we will do. We are transparent and consistent in the way we work and relate. • <i>Evidence</i> We always seek the most solid foundation of evidence available in every practice we embrace. • <i>Care</i> We are passionate about our mission and deeply value our community and each other. We show empathy for those we are here to serve, respect and value our staff and volunteers and do everything we do with great care. • <i>Collaboration</i> We actively engage with others and each other to achieve our shared objectives. We create inclusive and empowering connections with and between our stakeholders to build the capacity we need to bring about great change. • <i>Equity</i> We work positively with people of different backgrounds, status and education to help them achieve the best possible level of health and wellbeing. • <i>Boldness</i> We engage in continuous improvement and innovation and take risks to achieve results.

Key Responsibility Area	Inputs - Key Activities	Outputs - What is expected/end result	Measures - How it is measured
Operational			
Develop and deliver fundraising and engagement strategies and tactical plans to achieve divisional and organisational marketing and fundraising objectives	Develop, implement, and review fundraising campaigns, marketing campaigns and engagement activities to ensure Cancer Council WA is a leader in fundraising and community engagement in Western Australia	<p>Increase recognition and emotional connection to CCWA brand</p> <p>Drive revenue growth</p> <p>Grow and engage supporter base</p> <p>Deliver excellence in community engagement and supporter experience</p>	<p>National annual brand health tracking reflects strong connection and recognition of CCWA brand</p> <p>Post campaign analysis reflects growth in revenue</p> <p>Post campaign analysis indicates a growth in supporters</p> <p>Positive feedback from stakeholders and supporters</p>
Develop strategies to grow partnerships and sponsorship revenue to increase CCWA's corporate supporter base	<p>Develop growth strategies in collaboration with the Director of Marketing and Fundraising.</p> <p>Write sponsorship proposals, lead partnership relationship development and manage partnership contracts and benefits delivery for CCWA</p> <p>Direct Engagement team members to implement and support partnership development across the team and maximise revenue growth opportunities</p>	Ensure tactical plans are in place to deliver effective corporate and community engagement through sponsorship and corporate partnerships	M&F Director and other key stakeholders reflect through formal and informal feedback that this has occurred, and they are satisfied with the activity and performance
Participate actively in national fundraising campaign and partnerships development to represent CCWA's interests and contribute to the growth of	Contribute to national campaign strategies in collaboration with colleagues across the country as required	Ensure fundraising campaign delivery strategy and processes are in place. Represent CCWA on national Strategic Decision-Making Groups	Review of annual campaign strategies and post campaign reports. Results of annual National Delivery Operations Team survey

revenue and brand awareness for Cancer Council nationally	Encourage Engagement team members to attend relevant fundraising training	Ensure team are aware of developments, innovation and initiatives emerging and adhere to Fundraising Institute Australia's Code	M&F Director is satisfied with the number of staff members having attended relevant fundraising professional development sessions
Problem solving	Ongoing analysis and reporting on team activities	Identify and develop solutions to underperforming areas with a view to enable continuous improvement	M&F Director is satisfied the Engagement manager is conducting an ongoing process of continuous improvement for fundraising and supporter engagement
Budget Management	Drive revenue growth for CCWA Create Annual income and expenditure budgets and monitor monthly operating budget	Track income growth and variances to ensure the Engagement team is on track to deliver the annual strategy Track team expenditure ensuring budgets are adhered to, and reviewed with reforecasting conducted monthly	M&F Director is satisfied budgets are produced in accordance with the annual budget cycle and are monitored monthly
Strategic development of innovative growth opportunities	Make recommendations for growth opportunities through campaign analysis and tracking of trends	Manage the execution of innovative campaigns and activities, ensuring they are delivered on time and within budget	Budget reflects growth in campaigns, and number and value of corporate partnerships
Be the organisation's reference point on best practice for community engagement and corporate partnerships	Participate in Marketing and Fundraising strategy sessions	Contribute broadly to the organisational fundraising operational strategy and share your fundraising experience with the broader team Complete market analysis and stay across trends	M&F Director is satisfied all aspects of growing and engaging with the community to drive revenue growth are adhered to
Evaluate and report on campaign strategies	Provide expertise on fundraising and solicitation techniques to your team	Actively monitor campaign progress ensuring the optimisation of strategies	M&F Director is satisfied post campaign reports are conducted to review campaign progress
Relationship Management			
Adhere to divisional guiding principles of empowering, collaborating, being accountable, engaging and showing impact	Support team through expert advice, shared resources, and collaborative forums	Ensure team members are well represented in across-organisation working groups	M&F Director is satisfied all aspects of guiding principles are being met

Establish and maintain effective working relationships with key internal stakeholders	<p>Build and manage collaborative relationships with key internal stakeholders</p> <p>Work in collaboration with the Executive team to maximise staff engagement opportunities</p>	<p>Develop and maintain positive and collaborative relationships at all levels including Board, CEO and Executive team.</p> <p>Support the Engagement Team with their relationships</p> <p>Increased staff engagement in fundraising campaigns</p>	Feedback from key stakeholders indicates their relationship with the Engagement Manager is positive and constructive
Establish and maintain effective working relationships with key external stakeholders	<p>Build and manage collaborative relationships with key external stakeholders</p> <p>Provide advice to Strategic Decision-Making Groups that govern areas of specialised discipline across the federation.</p>	<p>Develop and maintain positive and collaborative relationships at all levels including strategic suppliers and agencies, high value fundraisers, supporters, and donors.</p> <p>Actively participate in the national Fundraising Campaign SDMGs and Partnerships SDMG and other CC representatives.</p>	Feedback from key stakeholders indicates their relationship with the Engagement Manager is positive and constructive
Leadership			
Provide leadership and direction	Manage, lead and motivate the team by creating an environment where team members operate cohesively towards achieving shared objectives.	Develop a well-resourced team of fundraising professionals who are empowered to use their individual skill to deliver tactical plans that feed into divisional strategy	M&F Director is satisfied structure is best fit for involvement across M&F division
Develop resource structure to deliver on divisional and organisational objectives	<p>Lead strong individual staff performance through effective recruitment, training, mentoring and succession planning and performance management.</p> <p>Identify opportunities for growth or resource restructure to best meet needs of the organisation</p>	<p>Ensure team outputs are optimal</p> <p>Growth in outputs (capacity building)</p>	M&F Director is satisfied structure is best fit for optimal results

Occupational Health and Safety			
	<p>All team members are trained in all relevant Occupational Health and Safety processes relevant to their position</p> <p>Appropriate personal protective equipment is used at all relevant times</p> <p>Any situation, event or incident that is in breach of Occupational, Health and Safety policies or procedures is identified and reported, and corrective actions implemented where appropriate</p>	<p>Attendance at required OHS training</p> <p>PPE worn correctly at all times</p> <p>Hazards & Accidents reported</p>	<p>No Lost Time Injury</p> <p>The workplace is maintained in a safe condition 100% of the time</p>

Selection Criteria	Essential	Desirable
Experience in required industry and or position		
Ten years of experience in delivering successful marketing and engagement strategies across a wider range of audiences	X	
Ten years of experience in leading teams to deliver multiple projects with competing deadlines across events, marketing campaigns, sponsorship and relationship management	X	
Demonstrated experience in partnership development across corporate, community and media sectors	X	
Demonstrated experience in campaign management and delivery across multiple marketing channels including digital and social media.	X	
Demonstrated experience working with competitive revenue targets and reporting	X	

Well-developed interpersonal, communication and presentation skills	X	
High level organisational skills and ability to work under pressure managing several tasks with demonstrated ability to prioritise tasks and meet deadlines	X	
Strong desire to make a difference and strong connection to the WA community	X	
Demonstrated understanding of and commitment to the values of Cancer Council WA	X	
Bachelor's degree in related discipline and / or significant (10+ years) successful on the job experience in relevant positions	X	
Well-developed interpersonal, communication and presentation skills	X	
Demonstrated experience in managing a high-functioning, multi-disciplinary team working on multiple projects with conflicting deadlines	X	
Abilities		
High level organisational skills and ability to work under pressure managing several tasks with demonstrated ability to prioritise tasks and meet deadlines	X	
Demonstrated experience working with competitive revenue targets and reporting	X	
Knowledge of developments, innovation and initiatives emerging in the fundraising industry	X	
Proven capacity to introduce and embed new strategies and ideas to existing working practices together with a strong ability to adapt to change	X	
Sound knowledge of fundraising legislation, practices, and the philosophy of charitable giving	X	
IT skills		
Intermediate computer and keyboard skills – Microsoft Office Suite and other databases	X	
CCWA Values		
Demonstrated understanding of and commitment to the values of Cancer Council WA	X	
Positive approach to the workplace	X	