



Marketing & Community Engagement Coordinator

THE ENGAGED SPACE

Reports to: Marketing & Community Engagement Coordinator

Full Time/Part Time: Part Time (0.6FTE)

The Business

Toc H South Australia Inc. is a not for profit charity that coordinates camps for youth in need at its Victor Harbor campsite. Its focus is to build communities with those in need and provide respite for families. In addition to the opportunities it provides children, the Camping Programs are led by a dedicated team of volunteers and this provides leadership and organisational skills to this enthusiastic team.

Purpose

The Marketing & Community Engagement Coordinator will lead the marketing and community engagement activities associated with the organisation's strategic plan. The objective of these activities, includes raising the profile of the organisation by promoting the work undertaken and generating revenue that will increase the number of families and communities who are positively impacted by our work. The role will be responsible for engaging stakeholders, inclusive of sponsors and the broader community, grant writing and coordinating key organisational projects to meet budget and achieve revenue targets.

Key Role Outcomes

- The organisational marketing strategy is delivered and its objectives achieved.
- Grant opportunities are identified and obtained to assist Toc H achieve its vision.
- Corporate and other key stakeholder partnerships are established, to assist generate the resources required to deliver value and increase the impact of the services provided to communities in need.
- Community engagement activities create an exceptional experience for volunteers, members, sponsors, donors, commercial clients and communities in need.
- Coordinated and professional marketing activities align with the brand, organisational values and increase the corporate profile.
- Corporate partners, donors and the volunteer network are engaged and actively contribute.
- Fundraising activities meet campaign budgets and revenue targets.
- Services reach a greater number of target communities as a result of achieving the growth strategy and financial targets.

Competencies

- Customer/Stakeholder Orientation
- Builds Collaborative Relationships
- Epitomises Professionalism
- Achieves Results
- Delivers Business Excellence
- Fosters Teamwork

Work, Health and Safety

The role has the responsibility for contributing to workplace health and safety activities. This is inclusive of;

- being responsible for their own and other's safety.
- participating in any training or consultation requirements about WHS issues.
- identifying and reporting any hazards to control WHS risks.
- adhering to procedures for dealing with incidents and emergency events.

Corporate Responsibilities/Requirements

- Demonstrate professional workplace behaviours and commits to represent the organisation and respect its Christian ethos.
- Participate in both professional development opportunities and performance development processes.
- Abide by organisational policies and procedures.
- Some out of hours work will be required.
- Has, or will obtain prior to employment a national police and DCSI Child Related clearance.

Person Capabilities

Skills, Experience and Knowledge

- Excellent communication and relationship management skills.
- High level of written communication skills, with grant writing experience highly regarded.
- Customer service and/or sales experience.
- Knowledge of the principles associated with marketing and driving brand awareness with experience highly regarded.
- Skills to utilise social media platforms.
- Ability to think innovatively and capitalise on opportunities to partner and ensure value for stakeholders.
- Project management skills.
- Skill and resilience to maintain high levels of motivation.
- Experience in fundraising and obtaining corporate sponsors is highly regarded.

Qualification

- Relevant qualification is highly regarded.

Most importantly, you care about working towards providing a service to our communities in need, especially vulnerable youth and their families.

Prepared by:

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