



A program of Advocacy & Rights Centre Ltd (trading as ARC Justice)
ABN 23 082 541 240, 171 Hargreaves Street, Bendigo, 3550

POSITION: Communications and Fundraising Manager

REPORTS TO: Executive Officer

DIRECT REPORTS: This is a newly created position. While this role does not currently have direct reports, there is direction from the Board and Executive Officer to grow this team. We are seeking a candidate who has the capability and drive to build this capacity.

SALARY: Salary in the range of \$90,000 to \$100,000 per annum, dependant on skills and experience. Terms and conditions of employment are based on the Community Legal Centres Multi-Business Agreement. The benefits of tax-effective salary packaging (up to \$30,000 grossed-up per FBT Year) plus access to Accommodation and Meal Entertainment packaging. An additional 3 days ex gratia leave between Christmas and New Year's Day is also provided. Employer funded superannuation is paid in accordance with the Superannuation Guarantee (Administration) Act 1992, and is in addition to the gross salary offered. Relocation assistance may be offered for the right candidate.

HOURS: 38 hours per week (Full Time) 7.6 hours per day.

Flexible work arrangements are available. Overtime is not payable but flexi-time is available within ARC policy guidelines.

LOCATION: ARC Justice is located at 171 Hargreaves St, Bendigo. This position will also provide support to the Goulburn Valley Community Legal Centre (a program of ARC Justice), which will require occasional travel to Shepparton at a minimum of a fortnightly basis. A vehicle is available for this purpose.

COMMENCEMENT DATE: February / March 2019

HOW TO APPLY: Applications need to include a covering letter, a resume and response to the key selection criteria (not exceeding two pages). Please note that applications that do not address the key selection criteria will not be considered for interview. Please address applications to Ms Hayley Mansfield, Executive Officer, ARC Justice and send via email to recruitment@arcjustice.org.au. Equal opportunity principals will be applied and people from diverse backgrounds are encouraged to apply.

Applications close at **9.00 am, Monday 21st January 2019**. All enquiries about the position can be directed to Hayley Mansfield on (03) 5445 0909 or via recruitment@arcjustice.org.au

OVERVIEW

ARC Justice is an independent, not-for-profit, human rights organisation that incorporates the Loddon Campaspe Community Legal Centre, the Goulburn Valley Community Legal Centre and Housing Justice.

Our programs deliver accessible legal services, tenancy advice and support to those in our community in the greatest need. We deliver community education and advocate for systemic change that enhances the rights of rural and regional Victorians. We recognise that housing and legal issues do not occur in isolation and we work with local partners to ensure a whole-of-person approach to our work.

Vision

An inclusive community built on a foundation of human rights and equality before the law.

Purpose

We promote equality before the law for people in rural and regional Victoria by: providing legal, advocacy and support services; elevating justice as an issue in public discourse; and advocating for systemic change that upholds human rights.

Principles that underpin our work

- **Community:** We serve, build capacity and are accountable to the community to which we belong.
- **Learning:** We are inquisitive and receptive to new ideas, use evidence-based practice and share our knowledge to achieve the greatest impact for our communities. We learn from both our successes and mistakes.
- **Partnership:** We believe partnership and collaboration with individuals, communities and organisations is the only way to create meaningful and sustainable change.
- **People:** We are committed to ethical and sustainable practice that values our people in achieving our purpose.
- **Recognition of First Peoples:** We celebrate the strength, culture and contribution of our First Peoples. We recognise the systemic injustices brought against them, and work in partnership with local Aboriginal communities to bring justice.
- **Respect:** In all of our work, we show respect. We value diversity and acknowledge differences, knowing these strengthen our community.

POSITION OBJECTIVE

With a key focus of organisational sustainability, the Communications and Fundraising Manager has a critical role in ARC Justice's capacity to deliver services and create impact in the community.

The position has responsibility for the development and implementation of a progressive and effective fundraising strategy, with particular focus on building our philanthropic and corporate funding base.

As a highly collaborative team member, the Communication and Fundraising Manager works closely with the leadership team to drive the strategy and effective use of external communication channels. The successful candidate will have an ability for turning the most complex of issues into simple, compelling stories and develop communications strategies that have the power to shape public narrative.

KEY RESPONSIBILITIES

<p>Fundraising Strategy</p>	<ul style="list-style-type: none"> • Develop and implement organisation’s Fundraising Strategy, with a particular focus on philanthropic and corporate partnerships • Identify and develop new fundraising opportunities that align with ARC Justice’s Vision and Principles • Lead the development of funding proposals, working collaboratively with the leadership team across ARC’s three programs • Monitor and evaluate the progress of fundraising initiatives
<p>Communications and Media</p>	<ul style="list-style-type: none"> • Oversee ARC’s communication and media activities, in order to build ARC’s organisational profile and distribute ARC’s key messages to target audiences • Develop and implement ARC’s Communications Plan to ensure maximum impact from ARC’s communications • Alongside the leadership team, provide comment to media on key policy changes and areas of advocacy • Support leadership team to build their capacity for media comment and fundraising, while also drawing from their extensive experience and knowledge to shape communications • Lead the redevelopment and maintenance of ARC’s websites • Ensure smart use of social media platforms to support all marketing, communications, media and public relations; increasing engagement, visibility and traffic • Provide advice and support to staff and volunteers in developing targeted and effective communications
<p>Partnerships and public relations</p>	<ul style="list-style-type: none"> • Work with the Executive Officer to develop and implement strategies to identify and secure additional partners in line with ARC’s Strategic Plan. • Manage and develop ongoing philanthropic and corporate partnerships • Develop and maintain tools for donor engagement • Manage key promotional events ensuring appropriate event planning, resourcing, budgeting, promotion and evaluation • Ensure maintenance of ARC’s stakeholders and supporters database
<p>Organisational leadership</p>	<ul style="list-style-type: none"> • Work with the Executive Officer and Leadership Team to drive branding aligned with the organisation’s vision and strategic objectives • Build a volunteer team to support ARC’s Communications and Fundraising activities • Work with the Leadership Team to contribute to the strategic direction of ARC Justice • Develop and maintain positive internal and external working relationships • Actively contribute and apply critical thinking to management team discussions to robustly test ideas and initiatives • Provide high-level strategic advice to the Executive Officer and Board of Directors to inform planning and decision making

KEY SELECTION CRITERIA

Essential (Skills, knowledge, experience)

1. Significant leadership experience in fundraising and communications in the not for profit sector, including the development and implementation of strategy in both areas
2. Established networks and contacts within the philanthropic sector
3. Experience in developing and implementing successful, high quality communications content, including an in-depth knowledge of social media platforms, databases, campaign emails, media statements and other online tools
4. Exceptional written and verbal communication skills, including experience and confidence in providing media comment
5. Experience working collaboratively across teams and with content specialists to develop fundraising proposals and advocacy messages
6. A commitment to our organisation's principles and working towards our vision of an inclusive community built on a foundation of human rights and equality before the law

Desirable (Skills, knowledge, experience, qualification and/or training)

1. Understanding of the broad range of intersecting issues that Community Legal Centres work on and issues impacting secure housing

Prerequisites

1. Unrestricted Victorian driver's license
2. Clear Police record check (concerning offences of dishonesty and personal safety)