

# APPLICATION KIT



**Position Description: Manager Communications & Development**

## NATIONAL ABORIGINAL SPORTING CHANCE ACADEMY (NASCA)

### Manager Communications & Development

#### Position Advertisement

NASCA is an innovative Aboriginal not-for-profit experiencing a period of growth. We are currently seeking a **Communications & Development Manager** to join our team in our Redfern Office.

#### About the role

This newly created position requires an innovator with high-level leadership in the development, management and operation of marketing and communications strategies in line with NASCA's strategic and financial goals. This is a leadership role in a growing not-for-profit organisation.

To be successful in this role, a deep understanding and cultural sensitivity concerning Aboriginal and Torres Strait Islander Australians and a passion to make a positive impact, a willingness to work within NASCA's ethos, support our values and advance our vision is essential.

*Applicants must address the selection criteria to be considered for this position.*

**Role:** Full time (35hr working week)

**Salary:** \$80,000 - \$95,000 per annum fixed contract, dependent on experience and qualifications + 9.5% superannuation. (\$15,899 not-for-profit salary benefits applies to base salary).

*All applicants must undergo a National Police Check and Working with Children Check(s), and must be eligible to work in Australia permanently when applying for this role.*

***Aboriginal and Torres Strait Islander people are strongly encouraged to apply.***

**Closing Date: 09 MARCH 2017 TIME: 5:00PM**

#### How to apply

Please apply forwarding a copy of your resume and cover letter highlighting your fundraising, donor acquisition and retention campaigns experience and suitability for the role.

For a confidential discussion or to forward your application, please contact:

**Contact:** Leanne Townsend (CEO) **Email:** [leanne@nasca.org.au](mailto:leanne@nasca.org.au) **Tel:** (02) 8399 3071.

#### About NASCA

The National Aboriginal Sporting Chance Academy (NASCA) is a charitable not for profit organisation registered as an Aboriginal Corporation. We are 100% Aboriginal-governed operating since 1995. A team of 16 works with 1,300 school aged Aboriginal young people each year from our offices in Sydney (14 staff) and Dubbo (2 staff).

*NASCA creates educational and employment opportunities for Aboriginal and Torres Strait Islander Australians whilst promoting healthy, active lifestyles and reinforcing the value of cultural identity.*



## NATIONAL ABORIGINAL SPORTING CHANCE ACADEMY (NASCA)

### Key accountabilities and duties:

Your key tasks and responsibilities will include:

- Setting strategic and measurable fundraising & communications goals and policies
- Researching and implementing fundraising program and initiatives to include:
  - Donor acquisition and retention campaigns
  - Database management and development
  - Leveraging existing commercial and corporate relationships
  - Developing donor recognition policy
  - Community fundraising initiatives and programs
  - Manage and report on progress of fundraising programs
  - Achieve fundraising financial targets for NASCA
  - Managing existing funding relationships and contracts
  - Supervising teams and managing projects

### Selection Criteria (must be addressed in your application)

1. Knowledge and understanding of issues facing Aboriginal and Torres Strait Islander peoples, and experience working with young Aboriginal and Torres Strait Islander Australians.
2. Experienced fundraiser with at least 3 years' relevant industry experience; with a track record of success and an understanding of Direct Marketing and/or Fundraising tactics and methods.
3. Demonstrable ability to deliver great customer service; overcome obstacles and 'make things happen'; have impeccable attention to detail; able to learn and master new skills through on-the-job experience; be passionate about the not for profit sector and willing to adopt the values and ethics of NASCA in sourcing fundraising pipelines.
4. Communication skills: Excellent communication skills with the ability to communicate effectively, with colleagues, suppliers: orally one-to-one and in-group presentations; written by letter or email; and able to adapt your communication style to the audience.
5. Project management: Proven project management and planning skills with a demonstrated ability to meet deadlines and performance targets, with superb time management and the ability to work effectively under pressure.
6. Demonstrated ability to work autonomously and as part of a team, with a flexible positive and collaborative approach.
7. Highly developed relationship management skills with experience in communicating, influencing and engaging fundraisers and government stakeholders.
8. An understanding of the fundraising & communications environment, with demonstrated experience in fundraising and marketing.
9. Knowledge and experience in report writing, managing project budgets and conducting program evaluations and contract management.

## NATIONAL ABORIGINAL SPORTING CHANCE ACADEMY (NASCA)

### Position Description

#### Planning, Reporting and Revenue Raising

- Contribute to organisational strategic and business planning;
- Lead, develop and implement strategies to achieve revenue targets
- Develop and manage donor and partnership pipelines, including tracking, monitoring and reporting of donors and partnerships through all phases of stewardship;
- Develop and manage fundraising program evaluation and regular reporting against program objectives
- Ensure that all obligations to donors and partners are fulfilled
- Provide regular reporting for Board, CEO and others as required.

#### Relationship Management

- Develop and manage personal relationships with philanthropists along with their networks to foster ongoing support;
- Develop and manage relationships with representatives from various levels within corporate organisations with regards to corporate partnerships;
- Develop and manage relationships with trustees and representatives from philanthropic organisations with regards to trusts and foundations;
- Develop relationships internally with relevant staff and volunteers and ensure ongoing communication and engagement; and
- Work with the NASCA Board of Directors to leverage their support to grow the portfolio, steward key supporters and solicit donations.

#### Program Management

- Ask philanthropists for gifts through face-to-face, telephone and written channels at the appropriate time;
- Work closely with the CEO, Communications Officer, to develop captivating proposals and presentations to obtain major gifts;
- Develop, manage and execute a rolling stewardship and engagement plan, including the delivery of events, communications and other interactions;
- Manage and grow the portfolio of prospective philanthropists and put in place strategies to manage their cultivation, solicitation and stewardship;
- Deliver appropriate and timely follow-up of donors following the receipt of financial or in-kind contributions, including acknowledgment, and recognition.

#### Corporate Partnerships

- Build partnerships with current and prospective high-value corporate organisations to increase the income, in-kind donations, and volunteering and pro-bono support;
- Develop captivating proposals and presentations for partnerships;
- Communicate and negotiate with corporate partners to agree mutually beneficial terms of partnership agreements;
- Manage and grow the portfolio of prospective corporate partners;

#### Trusts and Foundations (T&Fs)

- Develop and manage a strong pipeline of grant opportunities for T&Fs;
- Work with internal resources and external suppliers to identify prospective trusts and foundations;
- Work with Program Teams to identify projects requiring support and prepare compelling funding proposals and applications that address the criteria and inspire support
- Oversee the governance and acquittals of all approved grants and agreements on time and as required;
- Oversee the ongoing communication and engagement with representatives of T&Fs, including appropriate acknowledgement and recognition.



## NATIONAL ABORIGINAL SPORTING CHANCE ACADEMY (NASCA)

### Strategic Planning

- Assist with the development of communications policies and plans for internal and external communications.
- Prepare internal and external communications plans and policies
- Monitor success of plans and recommend updates as required

### Campaigns and Communications Materials

- Prepare written materials for public awareness campaigns.
- Maintain a range of publications to meet communications goals.
- Identify target audiences.
- Identify communication strategies and appropriate communication channels
- Prepare materials, including brochures, posters, media releases, newsletters, promotional products, banners and Internet text.

### Issues Management

- Assist in the development and implementation of communications strategies for key issues that can affect NASCA
- Identify activities/events in the sector that are likely to become media issues.
- Recommend strategies to manage the issues, including identifying appropriate responses and communication channels.

### Media Relations

- Maintain and develop links with local and metropolitan media outlets to facilitate good communication and ensure fair and accurate coverage of NASCA's work.
- Maintain current contact details of relevant journalists.
- Prepare media statements.
- Respond to media enquiries.

### Marketing and Communications Advice

- Provide advice to the CEO and NASCA Board and other sub-committees as required, about marketing and communication strategies.
- Provide advice on appropriate marketing strategies, including positioning and marketing mix elements.

### Events Management

- Coordinate and manage NASCA events and provide advice to NASCA staff organising other key events.

### Management & Administration

- Maintain up-to-date information of relationships in the CRM system and related databases, including all emails, phone calls, meetings, event attendance and other engagement;
- Provide the Board of Directors and CEO with relevant information about donors and partners with whom they maintain relationships, keeping them up to date on donor activities; and
- Supervise and manage support staff, volunteers, fundraising projects and events.
- Ensure legal compliance to fundraising legislation within programs;
- Adhere to the Policies and Procedures of NASCA and ensure adherence by staff and volunteers;
- Assist CEO as directed; and
- Attend staff meetings and training as required.

## NATIONAL ABORIGINAL SPORTING CHANCE ACADEMY (NASCA)

### Application Process

#### Shortlist & interviews

All shortlisted applicants will be contacted shortly after the closing date to attend an interview within two weeks of the closing date. Please note that unsuccessful applicants **will not be contacted**.

#### Preparing your application

Applicants must submit the following information to NASCA in order for their application to be considered by the selection panel.

1. **Cover Sheet** - The Cover Sheet contained in this application package must be attached to your application. This sheet requires you to fill out your personal details including full name, contact numbers and address.
2. **Statement Addressing the Selection Criteria** – This statement should describe how you meet the Essential and Desirable Selection Criteria for the position, taking into account the Position Description. The statement should bring together all aspects of your skills including your paid and volunteer employment history and your qualifications. As far as possible the statement should address each of the selection criteria for the position individually and in sufficient detail to enable the selection committee to consider your application.

It is important to use specific examples to prove you have the required areas of knowledge and skill. Do not assume that the selection committee will know what you have achieved in the past. If you have not done this kind of work before, your skills, knowledge and experience must show that you are capable of doing the job.

3. **Your CV, which includes:**
  - Information about your education, employment and training
  - Details of two referees who can be contacted by phone and;
  - Other information about you or your skills, which is relevant to the position.

#### How to submit your application

Please address selection criteria, include your CV and complete cover sheet and submit to:

Address:

NASCA  
180 George Street, Redfern, NSW 2016

Phone: (02) 8399 3071

Email: [jobs@nasca.org.au](mailto:jobs@nasca.org.au)

**APPLICATIONS CLOSE 09 MARCH 2017 5:00PM**



## NATIONAL ABORIGINAL SPORTING CHANCE ACADEMY (NASCA)

**Applicant Cover Form (must be completed)**

<b>Position applied for:</b>		
<b>Personal details</b>		
First name:	Last name:	
Preferred name:		
Address:		
Telephone:		Mobile:
Email:		
<b>References</b>		
Please provide details of three people who can speak on your behalf regarding your work history. (Work references only)		
<b>Name</b>	<b>Contact No.</b>	<b>Position held/working relationship (E.g. supervisor)</b>
What type of work are you available for?		
		Full time <input type="checkbox"/>
		Part time <input type="checkbox"/>
When will you be available to commence?		
What is your salary expectation for this position?		
Are you an Aboriginal and or Torres Strait Islander Australian? Yes <input type="checkbox"/> No <input type="checkbox"/>		
How did you find out about this position?		
<input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Ethical Jobs <input type="checkbox"/> NASCA <input type="checkbox"/> Koori Mail <input type="checkbox"/> Other:		
If unsuccessful for this role, would you like NASCA to contact you for future opportunities? Yes <input type="checkbox"/> No <input type="checkbox"/>		
Forward your application to:		
Address: 180 George Street, Redfern NSW 2016		
Email: jobs@nasca.org.au		
Tel: (02) 8399 3071		

