

	<b>Position Title:</b> Corporate and Community Relations Manager	<b>Team:</b> Strategic Engagement		<b>Region:</b> Central <b>Office:</b> Richmond
	<b>Supervisor:</b> Head of Fundraising	<b>Delegations and Authorities:</b> In Line with Delegations Policy	<b>Band:</b> C <b>Salary:</b> BM 5.1-5.3	<b>Date Completed:</b> September 2019

## ORGANISATIONAL INFORMATION

OUR VISION AND PURPOSE	ROLE CONTEXT
<p><b>We believe children, young people and families should be safe, thriving and hopeful.</b></p> <p><b>Our Vision for 2022: Together we will courageously change lives and reimagine service systems.</b></p> <p>For over 140 years, Berry Street has adapted to a changing world, and we will continue to adapt to achieve our purpose.</p> <p>Berry Street will continue to be a strong and independent voice for the children, young people and families with whom we work. In collaboration with others, we will advocate for investment in early intervention and prevention services that enable families to be safe and stay together. We will use approaches that are culturally safe and informed by the best evidence available. We will measure and learn from the impact of our work, and we will continually contemporise our models of practice.</p> <p><b>We look forward to working with children, young people, families, carers, staff and partners to achieve this vision. Together.</b></p>	<p>The purpose of this role is to develop and nurture relationships with corporates, community organisations and individuals involved in fundraising events; to increase income and awareness of Berry Street's work.</p> <p>Reporting to the Head of Fundraising, you will be responsible for developing and implementing acquisition, retention and engagement strategies for the above groups.</p> <p>This role will also manage, maintain and develop relationships with third party fundraising providers to increase Berry Street's participation and profile in these events.</p>
OUR VALUES	PRIMARY OBJECTIVES OF THE ROLE
<p><b>Berry Street expects all staff to apply these Values in all aspects of their work.</b></p> <p><b>Courage:</b> to never give up, maintain hope and advocate for a 'fair go'</p> <p><b>Integrity:</b> to be true to our word</p> <p><b>Respect:</b> to acknowledge each person's culture, traditions, identity, rights, needs and aspirations</p> <p><b>Accountability:</b> to constantly look at how we can improve, using knowledge and experience of what works, and ensure that all our resources and assets are used in the best possible way</p>	<ul style="list-style-type: none"> <li>• Build and maintain partnerships with corporates and community groups to support our work, identifying, developing and nurturing relationships with current and potential funders</li> <li>• Manage relationships between Berry Street and key existing third-party events and platforms, such as Run Melbourne, Good to Give, Everyday Hero</li> <li>• Develop relationships with new events and fundraising platforms to provide additional ways for corporates, individuals and community groups to be involved in raising funds for Berry Street</li> <li>• Develop and oversee the implementation of supporter journey plans for individuals involved in third party events, community organisations and corporates, working with the Supporter Care Manager and Marketing Manager to implement</li> <li>• Be the public face of Berry Street to corporates and community groups, presenting and promoting involvement in supporting our work financially</li> </ul>
	REPORTING RELATIONSHIPS
	<p>This role is based at our Richmond office, reporting to the Head of Fundraising. It is part of the broader Strategic Engagement team which also includes Marketing, Philanthropy, Analytics, Public Policy and Media.</p> <p>The role will work closely with the Supporter Care Manager and Marketing Manager to help develop and implement communications and business development strategy.</p>

<b>Working Together:</b> to work with our clients, each other and our colleagues to share knowledge, ideas, resources and skills	The role is full time, but will have irregular working hours at times, with regular presentations, networking and event oversight required in the evenings and on weekends.
EXPECTATIONS	
<ul style="list-style-type: none"> <li>• Conduct oneself in accordance with the Berry Street Code of Conduct which is underpinned by the values of accountability, courage, integrity, respect and working together within the principles of continuous improvement and occupational health and safety.</li> <li>• Berry Street is committed to the principles of social justice. We aim to ensure every individual is treated with dignity and respect regardless of their cultural background, ability, ethnicity, gender identity, sexual orientation, spirituality or religion.</li> <li>• Berry Street supports White Ribbon, Australia’s campaign to stop violence against women. There is an expectation that staff never commit, excuse or remain silent about violence against women.</li> <li>• Berry Street is committed to being a child safe, child friendly and child empowering organisation. In everything we do we seek to protect children. We are committed to the cultural safety of Aboriginal and Torres Strait Islander children; children from culturally and/or linguistically diverse backgrounds; children with a disability; children who identify with a sexual and or gender minority identity.</li> </ul>	
KEY SELECTION CRITERIA: KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO FULFIL THE ROLE	
<ul style="list-style-type: none"> <li>• Demonstrated ability in growing corporate and community fundraising portfolio through the acquisition and management of relationships in order to achieve income goals</li> <li>• Experience in new business development and relationship management to achieve sales and/or income targets</li> <li>• Demonstrated ability to build and maintain relationships with a wide variety of stakeholders</li> <li>• Experience with budget management, reporting and forecasting</li> <li>• High-level inter-personal, relationship and communication skills, with expertise in public speaking and presentations</li> <li>• Demonstrated ability to meet deadlines with high attention to detail, ability to work under pressure and establish priorities, with a commitment to quality customer experiences</li> <li>• Sound knowledge of key fundraising principles</li> <li>• Highly motivated with enthusiasm, drive, creativity and initiative</li> <li>• Excellent written and oral communication skills (including public speaking, presentations and facilitation skills).</li> <li>• Demonstrated ability to flexibly manage competing priorities and stressful situations, monitoring own stress levels and practicing and promoting self-care strategies</li> </ul>	
QUALIFICATIONS AND OTHER REQUIREMENTS	DESIRABLE
<ul style="list-style-type: none"> <li>• A minimum 3 years’ experience in the development, implementation and management of key accounts or partnerships</li> <li>• Staff must hold a valid WWCC, current driver’s license at all times and undergo a Criminal Records Check prior to employment. Subsequently, staff must report any criminal charges or court appearances.</li> </ul>	<ul style="list-style-type: none"> <li>• An understanding of the not-for-profit sector</li> <li>• Understanding of direct marketing techniques and processes</li> </ul>

## KEY ACCOUNTABILITIES AND RESPONSIBILITIES

ACCOUNTABILITY	SPECIFIC RESPONSIBILITIES
<b>Relationship Development</b>	<ul style="list-style-type: none"> <li>• Build strong working relationships with staff across the organisation</li> <li>• Develop relationships with industry stakeholders and advocates</li> <li>• Represent Berry Street at relevant forums and networks enhancing perceptions and raising profile</li> <li>• Promote the importance of corporate partnerships within Berry Street and the role of all staff in providing excellent experiences for our partners</li> </ul>
<b>Business Development</b>	<ul style="list-style-type: none"> <li>• Research, identify and prioritise potential partnership opportunities with corporates and community groups, working with the Philanthropy, Analytics and Supporter Care teams to help generate leads</li> <li>• Approach potential new corporate partners and community groups to determine their needs in relation to partnership and develop and deliver proposals to match these needs, focusing on income and awareness generation for Berry Street</li> <li>• Be the public face of Berry Street to corporates and community groups, presenting and promoting involvement in supporting our programs and activities</li> <li>• Develop relationships with new events and fundraising platforms to provide additional ways for corporates, individuals and community groups to be involved in raising funds for Berry Street</li> <li>• Work with the Marketing team to develop informative and compelling partnership proposals and presentations, and other collateral as required, to attract and develop partners</li> </ul>
<b>Management of Current Partnerships</b>	<ul style="list-style-type: none"> <li>• Develop appropriate supporter journeys for current corporate partners, community groups and individuals involved in third party fundraising events or community fundraising activities</li> <li>• Develop individual communication and contact plans for each partner, commensurate with their giving level to Berry Street, and in accordance with their supporter journey plan including Work Place Giving and other opportunities for support.</li> <li>• Seek opportunities to expand partnerships and the value to Berry Street, developing and delivering pitches and proposals</li> <li>• Ensure recognition and appreciation plans and activities are in place for all donors and partners</li> <li>• Build strong relationships with staff and stakeholders within the organisation, bringing in subject matter experts as appropriate to engage significant partners, and seeking information on specific funding opportunities for sponsorships or high-value gifts</li> <li>• Negotiate and manage agreements and MOU's with partners where appropriate, ensuring all partner obligations are delivered on time and at the agreed level with a view to maximising the ROI of both parties</li> <li>• Ensure up-to-date records are kept on the database regarding all contact and relevant research</li> <li>• Manage relationships between Berry Street and key existing third-party events and platforms, such as Run Melbourne, Good to Give, Everyday Hero</li> </ul>
<b>Event and Campaign Management</b>	<ul style="list-style-type: none"> <li>• Liaise with partners and fundraisers to plan and develop fundraising campaigns and events in line with Berry Street requirements, maximising opportunities for growth, revenue and exposure of the Berry Street brand</li> <li>• Provide fundraisers with advice, support and assistance in event and campaign planning and promotion, and coordinate collateral and collection requirements for each event</li> <li>• Liaise with Marketing and Media to ensure that all opportunities for promotion are explored</li> </ul>

	<ul style="list-style-type: none"> <li>• Develop the plan and oversee the implementation for Berry Street's presence at events where required, maximising the opportunity to drive awareness, engagement and financial support of our work</li> <li>• Distribute communication plans and information to relevant stakeholders within the organisation, including</li> <li>• Liaise with fundraisers and stakeholders to ensure appropriate contracts, agreements and insurance requirements are in place</li> <li>• Responsible for identifying, managing and mitigating risks around campaigns and events and escalating issues to the Head of Fundraising and/or ED Strategic Engagement where required</li> <li>• Ensure the income is tracked, reconciled and banked, feedback is provided to all relevant stakeholders and communication is shared with Marketing to distribute</li> </ul>
<b>Financial</b>	<ul style="list-style-type: none"> <li>• Ensure income is tracked, banked and receipted appropriately</li> <li>• Monitor and report on income and expenditure budgets for the community and corporate partnerships area, working to achieve income targets and reporting any variances</li> </ul>

