

Position Title: Fundraising & Communications Officer
Department: Fundraising & Communications
Location: Woolloongabba Head Office
Reports to: Fundraising Manager
Direct Reports: Nil

About Open Minds

Mission Statement	Open Minds supports people with mental illness, intellectual disability or acquired brain injury to live independently and well within the community.
Our Values	Quality, Expertise, Effectiveness and Accountability
Organisational Vision	Our vision is for an organisation trusted, respected and valued for supporting individual recovery and achievement with quality services delivered by professional, well trained and supported staff.

Open Minds services include:

- **Lifestyle Support Service** – utilising recovery based principles to support individuals with mental illness to live well and independently;
- **Acquired Brain Injury Support** - offering psychosocial rehabilitation and lifestyle support to facilitate successful recovery post injury;
- **Residential Support Services** - supporting people to live well and independently within an accommodation setting of their choice;
- **Lifelong Planning Service** – a prevention and early intervention support service targeting the high risk, transition points in the lives of people with a disability aged 0-65 years, their families and carers;
- **Employment Services** - supporting individuals to obtain and sustain employment;
- **Personal Helpers and Mentors Program** - helping individuals to work towards achieving recovery through outreach, access to community services and social connection.

Purpose of the Role:

To provide the communications resource and expertise to deliver approved and consistent corporate messaging and communications to internal and external stakeholders, and to support the Fundraising Manager to implement the communications, philanthropic grant and fundraising programs of the organisation.

About the Role:

Integral to Open Minds' future growth is the enhancement of our communication, marketing and fundraising strategies. As a motivated Fundraising & Communications Officer, you will assist with the preparation of a range of stakeholder communications, internal and external communication materials, and assist the Fundraising Manager to raise community awareness, engagement and support.

Key Performance Accountabilities of the Role

The areas of primary responsibility for the Fundraising & Communications Officer are:

1. The implementation of the Fundraising and Communications Plan/s and the coordination of relevant events, activities, initiatives, consultants, suppliers and media in this area.
2. The content management of the Open Minds website
3. The coordination, presentation and content of internal and external printed and electronic collaterals and publications including program brochures, the annual report and newsletters.

Key Duties and Responsibilities

1. Under the direction of the Fundraising Manager; implement and maintain the organisation's Fundraising & Communications Plan/s.
2. Provide administration and operational resource to the Fundraising Manager to implement all aspects of the Fundraising & Communications Plan/s including philanthropic and corporate lead generation, event planning and operation, database management, maintain a calendar of and prepare philanthropic grant applications.
3. Liaise with the Fundraising Manager to conduct the annual Earle Duus Awards as part of the Mental Health Week achievement awards.
4. Develop and implement individual Service Program and project specific communications strategies to assist in achieving strategic, commercial and marketing outcomes.
5. Where practical, write, edit and produce all organisational marketing collateral.
6. Maintain and develop the company website content and further develop our online presence with particular emphasis on online fundraising, social media and viral marketing and use new media to underpin the organisation's future marketing direction.
7. Where necessary, engage and brief external contractors to provide design, public relations, branding and production resources including collateral production and website development and maintenance.
8. Coordination and production of the Open Minds Annual Report.
9. Provide expert marketing and communications advice to the senior management team to support and promote organisational and fundraising initiatives.
10. Source and write articles for newsletters (internal and external) and other publications; provide proof reading and editing support; and arrange distribution via electronic and direct mail.
11. To manage the external relationship with the Open Minds media and marketing advisors and proactively source opportunities, write and distribute media releases as required.
12. Work closely and complimentarily with the Fundraising Manager to maximise all marketing and PR opportunities.
13. To forge links with community service providers and the corporate sector to promote and represent Open Minds.
14. Maintain membership of and provide constructive contribution to industry bodies such as the Fundraising Institute of Australia (FIA) and other marketing and networking groups as relevant.
15. Research and maintain a calendar of industry publications and newsletters and a corresponding library for the purpose of disseminating information amongst the organisation and as an opportunity to provide articles and brand promotion for Open Minds.

16. Representation of the organisation at industry events.
17. Implementation of organisational projects as needed.
18. Preparation of monthly departmental reports on areas of responsibility to the Fundraising Manager and CEO as requested.
19. Provide direction and control of all office based posters, notices and informational literature.

Employment Criteria

Essential

To be considered for appointment an applicant must be able to satisfy the following criteria, through a combination of knowledge, skills or experience.

1. Tertiary qualifications in Communications, Journalism, Marketing, Public Relations or a related discipline or at least 3 years relevant experience;
2. Demonstrated experience and ability (minimum of 12 months) in developing and/or delivering a Communications and/or Fundraising program for a not-for-profit or cause based organisation including copy writing, promotion, marketing, media liaison, event management, direct marketing and relationship management;
3. Outstanding, creative and free-flowing interpersonal written and verbal communications skills and excellent attention to detail;
4. Advanced secretarial and administrative computer skills with Microsoft Office programs;
5. Strong organisational skills and have the capacity to work on simultaneous projects within tight timelines;
6. A capacity and willingness to research and understand the needs of the Open Minds client base and the community services and mental health sector from a Communications and Fundraising perspective.

Desirable

1. Previous experience in a mental health or a disability services organisation;
2. Understanding of fundraising databases (eg. DONMAN, ThankQ or iMiS);
3. A strong understanding of contemporary communications and fundraising techniques and emerging trends that can be adapted to a mental health and disability environment;
4. Desktop publishing skills, website maintenance skills (including experience with WordPress), and knowledge of modern media and digital and print technologies.

Certifications

- The following certificates and clearances are required to sustain employment within Open Minds:
 - o A current positive Criminal History Screen clearance
- If an appointed employee of Open Minds does not hold such a clearance, Open Minds will facilitate the necessary applications on the employee's behalf and meet the necessary application fees for initial attainment only.
- A current 'C' Class Drivers Licence is also required to sustain employment within Open Minds.

Conditions of Employment:

The following Conditions of Employment are indicative only and subject to variation. Formal and binding Conditions of Employment are as detailed in the Employment Contract.

- The position is full time with core working hours from 8am – 4.30pm, Monday to Friday.
- A wage or salary will be negotiated with the successful candidate up to \$50K per annum, plus superannuation, plus the option for a salary sacrifice fringe benefits tax exemption under PBI tax laws
- Employees are extended the option for salary sacrifice fringe benefits tax exemption under the PBI tax laws and in accordance with company policy
- A six month probationary period and periodic performance evaluation will apply,

<p>Applicant/Employee Declaration:</p> <p>I agree to abide by the contents of this Position Description and as it may reasonably be varied from time to time:</p>		
<p>.....</p>	<p>.....</p>	<p>.....</p>
Applicant/Employee Name	Applicant/Employee Signature	Date