

Position Description

Executive Director – Marketing and Fundraising

Job Title	Executive Director – Marketing and Fundraising
Reports to	Chief Executive Officer
Location	National Office - Sydney, New South Wales
Division	Marketing and Fundraising
Issued Date	July 2023
Job Type	Full-Time, Permanent
FTE	1.0

Position Summary:

Canteen is a highly innovative organisation driven by our commitment to being in the corner of every young person when cancer crashes into their world. We're currently seeking an Executive Director – Marketing and Fundraising (ED-MF) to lead and shape our brand, marketing and fundraising. The ED-MF will be passionate about driving fundraising innovation, building brand equity, digital marketing and promoting cross-organisational collaboration. They will play an instrumental role in expanding the reach of our services to diverse communities and executing our strategic plan to inspire change, engage donors, and leverage partnerships for better outcomes.

This role is integral to our organisation's growth, impact, and sustainability. The ED-MF will provide direction and strategic oversight of marketing and fundraising initiatives, encompassing integrated marketing strategies, donor management, and partnership development. They will ensure that appropriate communication is used to demonstrate the impact of Canteen's services on young people and families, and that our advocacy work on key aspects of cancer and/or young people, is widely and strategically promoted in order to drive change.

In addition, the role will ensure that appropriate marketing and fundraising metrics are collected and analysed so that the organisation can assess the impact of our efforts as well as taking steps to adjust any strategies accordingly.

Canteen 2026, our strategic plan, sets out an ambitious agenda which this role is integral in delivering. Our reach will extend to many more young people (12-25 years) and families dealing with either a child or parent's cancer diagnosis, including those from Aboriginal & Torres Strait Islander, and diverse backgrounds. Our service models will continue to inspire practice change nationally and internationally as we continue to harness medical, digital and technical innovation in responding to the enormous challenges that cancer brings. Additionally, our advocacy will continue to shape the treatment and support provided to young people, while our partnerships will always be meaningful and focused on delivering better outcomes for young people and their families. All of which requires sustainable and increasing revenue generation as we continue to meet the needs of young people and their families impacted by cancer.

Key Responsibilities:

Area 1 Team Management

- Set the vision and strategic plan for marketing and fundraising and deliver the necessary income for Canteen to achieve its objectives

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- Provide strategic oversight to senior managers, guiding and supporting them to lead their respective teams, projects and budgets efficiently and effectively.
- Lead and inspire high-performing marketing and fundraising teams. Set clear goals and expectations, provide coaching and mentoring, and foster a strongly collaborative and results-oriented working environment that encourages open communication, continuous learning and developmental opportunities
- Delegate responsibilities to senior managers, empowering them to make decisions that align with the organisation's goals and values
- Ensure clear and transparent communication across teams and departments that enables effective prioritisation, resource allocation and decision-making.

Area 2 Executive Functions

- Cultivate and leverage relationships with Board Directors, agencies, media, high value supporters and other stakeholders to support fundraising, marketing and other organisational objectives
- Actively contribute to executive group decision-making in order to assist with leadership of the organisation.
- Build strong commitment to the vision, implementation of the strategic plan, and achievement of Key Performance Indicators.
- Foster and sustain cross-organisational collaboration.
- Attend Board Meetings and relevant subcommittees. Ensure appropriate written and oral reports are provided for the Board and make presentations when appropriate.
- Represent Canteen externally in relevant forums and drive strategic relationships to develop meaningful opportunities.

Area 3 Marketing

- Oversee the development and implementation of the organisation's brand and marketing strategies, ensuring Canteen's brand positioning is consistently executed across all channels, campaigns and initiatives, and aligned with Canteen's strategic plan
- Ensure Canteen's marketing, fundraising and service offerings are market-oriented through regular gathering and analysis of target audience insights, market research and competitors' strategies
- Ensure that Canteen has an appropriate roster of marketing agencies to deliver organisational and specialist requirements
- Oversee the evaluation of brand, service and fundraising marketing campaigns and report on effectiveness to inform future strategies.

Area 4 Fundraising

- Build a philanthropic culture across the organisation where fundraising is integrated across all functions, through influence and advocacy.
- Ensure an appropriately balanced portfolio of fundraising streams to support long term and sustainable income generation.
- Identify new fundraising opportunities and innovative approaches to maximise revenue generation.
- Monitoring the overall effectiveness and impact of Canteen's fundraising programs and provide regular reports to the executive and board.

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- Strengthen a data-focused culture to drive business growth across all fundraising streams.
- Cultivate and maintain positive relationships with external stakeholders, including other NGOs, corporate partners, foundations, and government agencies. Seek opportunities for collaboration and strategic alliances.
- Drive the organisation's supporter persona, segmentation and communication strategy.
- Ensure project plans and cases for support are developed to deliver funding for essential programs and services.

Direct Reports

- Head of Individual Giving
- Head of Marketing and Communications
- Head of Community Fundraising
- Head of Strategic Relationships

Key Working Relationships

Executive team members

Board Directors

Major Funders & Supporters

Marketing and Fundraising agencies

Qualifications

- A bachelor's degree or higher in Marketing, Business Administration, or a related field.

Skills and Experience

Experience

- Proven experience in a senior leadership role, preferably in Marketing and Fundraising/Sales.
- Demonstrated success in developing and executing high performing marketing strategies and fundraising strategies.
- Strategic thinking and planning abilities, with a strong business acumen and understanding of fundraising trends and best practices.
- An innovator with a passion for developing new products and growing new revenue channels.
- Demonstrated ability to drive transformational change across the organisation to build a philanthropic culture where fundraising is integrated across all functions, through influence and advocacy.
- Experience in working with/reporting to a Board and/or working at senior levels in an organisation.
- Experience working in a non-profit or similar organisation.
- Familiarity with CRM and fundraising software.

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- Experience with digital marketing strategies and tools.
- Proven record of managing relationships with major donors and corporate partners.
- Demonstrated ability to influence and engage diverse audiences.

Leadership Skills

- An inspiring and empowering leadership style with proven success in lead high-performing teams.
- Highly developed strategic thinking and planning capabilities, with experience and success in organisational change management
- Creating tangible results by building lasting relationships with stakeholders, with strong active listening and questioning skills
- Excellent project management skills
- Strong capacity to develop and maintain solid professional boundaries
- Demonstrated collaboration experience establishing and maintaining relationships internally and externally
- Understanding of leadership & behavioural styles and how to engage accordingly
- Ability to anticipate problems and implement necessary action to ensure results are achieved and risks are minimised
- Strong analytical skills, with the ability to use data to inform evidence based decision-making

Personal Attributes

- Alignment of personal and Canteen core values and passion to drive a values-based culture.
- Warm, friendly and engaging manner
- Skilled working with a complex array of internal and external stakeholders.
- Enthusiastic and a can-do attitude, desire to work for Canteen, affinity with our Purpose, and a desire to work with young people

Hours of work:

Due to the nature of Canteen's governance systems and work, weekend work occurs at least quarterly, as Executive roles attend weekend Board meetings. On occasion, other weekends and evenings may also be expected to fulfil the duties of this role. Advance notice/planning will be given when this is the case. Canteen does have flexible working arrangements and Time in Lieu policies in place for managing after hours work as agreed with the supervising manager.

Canteen's Expectations and Values:

Canteen employees are responsible for understanding their obligations and responsibilities as set out in the Canteen code of conduct and are expected to:

Demonstrate commitment to Canteen's values - We Connect, We Empower, We Challenge, and We are Real.

Adhere to Canteen's policies and procedures and complete assigned mandatory training as required.

Complete and maintain a current National Police Check and Working with Child Check relevant to the individual's state jurisdiction.

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Present proof of the required professional qualification/s.

Ensure the safety and wellbeing of children and young people accessing Canteen as specified in the Child Safeguarding Policy.

Promote and support an inclusive workplace culture that values diversity and embraces the principles of equal opportunity.