

Position Description

Position Details	Position Title: Manager – Priceline Sisterhood Foundation (PSF)	Business Unit: Corporate Affairs & Sustainability
	Department/Team: Sustainability	Date Prepared: November 2023

Reporting Relationships	Reports to:	PSF Board / Wesfarmers Health Head of Sustainability
	Direct Reports:	None
	Indirect Reports:	None
	Internal Stakeholders:	PSF directors; Wesfarmers Health Managing Director; GM Corporate Affairs & Sustainability; Head of Sustainability; Wesfarmers Health Retail Director; PLP Marketing team; Priceline team members.
	External Stakeholders:	Current charity partners; prospective charity partners; prospective fundraising and charity development partners; Priceline franchise partners and their employees; Wesfarmers Health suppliers; state and federal government; media.

Role Purpose:

The Manager – Priceline Sisterhood Foundation enhances the PSF’s community impact through:

- Supporting the Board to perform its function and develop broader community connections to enable the PSF to achieve its strategic goals;
- Acting as the conduit between Wesfarmers Health / Priceline, the Foundation’s Board, suppliers and fundraising partners to strengthen synergies;
- Supporting our charity partners to enable them to become more sustainable and enhance opportunities for them to learn and grow by partnering more closely with Wesfarmers Health / Priceline’s businesses and with other charity partners; and
- Supporting the PSF’s ability to broaden the scope of its giving through diversification and amplification of fundraising efforts, including through proactive communication with stakeholders.

Fundamentals

Work Environment:

- Priceline is one of Australia’s leading health and beauty companies, and part of the Wesfarmers Health group. The PSF was established in 2011 with a purpose of giving back to the community and, specifically, to provide support to women and their families.

Working Conditions:

- This is a permanent, part-time role (three days per week) based at the Wesfarmers Health support office in Melbourne with the opportunity to work in a hybrid manner.

Vision	To enrich the lives of Australian women and their families through all stages of their lives.
Goals	Our goal is to support the PSF's charity partners to: <ul style="list-style-type: none"> • Achieve their core charitable purposes; and • Build their long-term capability and sustainability.

Strategic Goal

KRA	Support existing charities to become more sustainable
Activities	Build relationships with our current charities, mentor (or find mentors for) individuals driving the charity purpose and strategies, identify what will make the charity more sustainable and how the PSF can help. Help guide funding requests and reporting requirements.

Strategic Goal

KRA	Enhance our charity partners' experience of the PSF
Activities	Leverage the experience within Wesfarmers Health and Priceline to provide our charity partners with opportunities to broaden the skills and experience available to them. Support collaboration between charity partners to enable them to learn and grow. Support opportunities for charity partners into the Priceline network to promote their work and encourage fundraising efforts. Ensure administrative requirements are simple for our charity partners to navigate.

Strategic Goal

KRA	Amplify and diversify fundraising events
Activities	Develop new, diverse funding opportunities that promote both the charitable cause as well as Priceline's support eg Annual retail fundraising event and Charity Golf Day. Work with Priceline, Wesfarmers Health and other teams to develop proposals and support the bringing to life of these opportunities. Evaluate the involvement of stores and engage franchisees to a greater extent, investigate mobilising Sister Club members in support of the PSF.

Strategic Goal

KRA	Raise the profile of the Foundation and its partners
Activities	Develop connections and a network of supporters to raise the awareness of the PSF. Build upon existing relationships and form a pipeline of potential new supporters. Develop a proactive communications campaign which includes ensuring communications collateral that supports the PSF, including the website, is up to date and engaging.

Strategic Goal

KRA	Support selection of charities that meet PSF criteria
Activities	Using the Charity Partner Selection Criteria to identify and present to the PSF Board high quality charities that fit with our Vision & Goals and enhance the PSF's reputation.

Strategic Goal	
KRA	Support PSF Board effectiveness
Activities	Provide broad support to the PSF Board including through supporting them in developing and refreshing the strategic plan; coordinating attendance at events; general administrative functions relating to PSF activities including Board meetings, support of the Company Secretary; complying with ACNC and other legal requirements, and other activities as required.

Requirements	Education /Qualifications:
	<ul style="list-style-type: none"> • Bachelor's degree or relevant tertiary qualification.
	Skills & Experience:
	<ul style="list-style-type: none"> • At least 10 years experience leading and working with registered Charity or NFP Organisations specifically with stakeholder development, partnering, fund-raising and marketing activities • A deep understanding of board governance requirements and working with honorary board directors • Financial acumen • Exceptional communications skills, networking and stakeholder management experience and expertise, including government relations • Understanding of and execution of marketing and communication strategy • Excellent organisational abilities and advanced reporting skills and attention to detail. • Knowledge of the national landscape of charities

Approval	Written by: <i>Amanda Lean</i>
	Approved by: <i>PSF Board</i>
	Date approved: <i>1 December 2023</i>