

HEARTKIDS POSITION DESCRIPTION – Fundraising and Events Coordinator	Approved By: HeartKids Limited Board
	Date Approved: 25 June 2018
	Issue Date: 25 June 2018

HeartKids Limited



Position Description

Position: Community Fundraising and Events Coordinator

Key Skills Required:

- Demonstrated success in broad community fundraising, events, marketing and communications with a track record of achieving ambitious revenue targets within the not-for-profit and/or charities sector
- Ability to develop and execute fundraising strategies
- Demonstrated success in grant writing
- Prepare and deliver presentations to potential sponsors and at events when needed
- Strong planning, organisation and time management skills
- Exceptional interpersonal and relationship management skills with proven ability to establish and nurture relationships
- Experience working with volunteers across events and fundraising campaigns
- Exceptional levels of written and verbal communication
- Ability to work autonomously while being part of a team
- Demonstrate behaviours that uphold HeartKids culture and values
- Competency in Microsoft suite

Desirable Qualifications:

Fundraising, events, marketing or communications qualifications or minimum 3 years' experience

Time Commitment:

Part time – Tuesday to Friday with occasional evenings and weekends around campaigns/events
Office hours negotiable for the right candidate.

Location: Woolloongabba QLD

Reports to: State Manager QLD

Key Relationships:

- HeartKids community
- Staff (state based and national)
- Volunteers (metro and regional)
- Supporters (QLD)
- Sponsors (QLD)
- Local government and agencies (QLD)

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1. The Purpose of the Position:

Generating revenue through community fundraising activities and events, including executing national campaigns at local level, maintaining and nurturing existing and building new donor, volunteer and community relationships.

2. Key Responsibilities

Execute national campaign strategies at local level - 60%

- Deliver community fundraising strategies and plans that align to national strategy and achieve community fundraising targets
- Support and execute at a local level national fundraising and awareness campaigns and events

General Fundraising Initiatives and Administration - 20%

- Initiate new, coordinate and administer nationally approved and locally approved, local fundraising opportunities to raise awareness and deliver income targets
- General Fundraising Admin and banking as required (not related to major campaigns)
- Coordination of fundraising volunteers
- Keep track of merchandise for general promotions and national campaigns
- Log, distribute and collect collection tins from within the general community.

Oversee Third Party Fundraising – 10%

- Provide administration support for third party events to raise awareness and deliver income targets – including Team HeartKids campaign.

Grants – 5%

- Grant writing, acquittal and management for minor grants in particular local community Grants to support events and activities

Support National Fundraising and Communications team – 5%

- Work with the national fundraising teams to support and build national relationships
- Work with the national marketing and communications teams to deliver effective local communications, local social media and relevant digital content

3. Performance Goals (KPIs)

- Achieve budget targets for community fundraising initiatives, national campaigns, grants and events - (Total budget target per annum is minimum 5 x salary)
- Ensure fundraising activities and events achieve agreed ROI (minimum 80%)
- Build and actively manage relationships with local and national HeartKids staff and teams

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About HeartKids

HeartKids is the compass to help navigate the lifetime journey of the 64,000 Australian children, teens and adults affected by congenital/childhood heart disease. Our aim is to help them -and their families - to lead the most fulfilling life possible and to reach their personal goals.

We are the voice for all people impacted by congenital/childhood heart disease - the largest cause of infant death in Australia.

Our work is focused on our four pillars of Advocacy, Information, Research and Support.

An organisation chart is attached.

4. HeartKids Limited Corporate Plan



Welcome to the future of HeartKids

HeartKids' strategic goal is clear; we want to give people living with or impacted by congenital/childhood heart disease, regardless of their age or ability, a more effective role in their own treatment.

By doing so HeartKids is supporting them to lead a fulfilling life. HeartKids will give all Australians with congenital/childhood heart disease and their families the best chance of reaching their personal goals, whatever those goals may be.

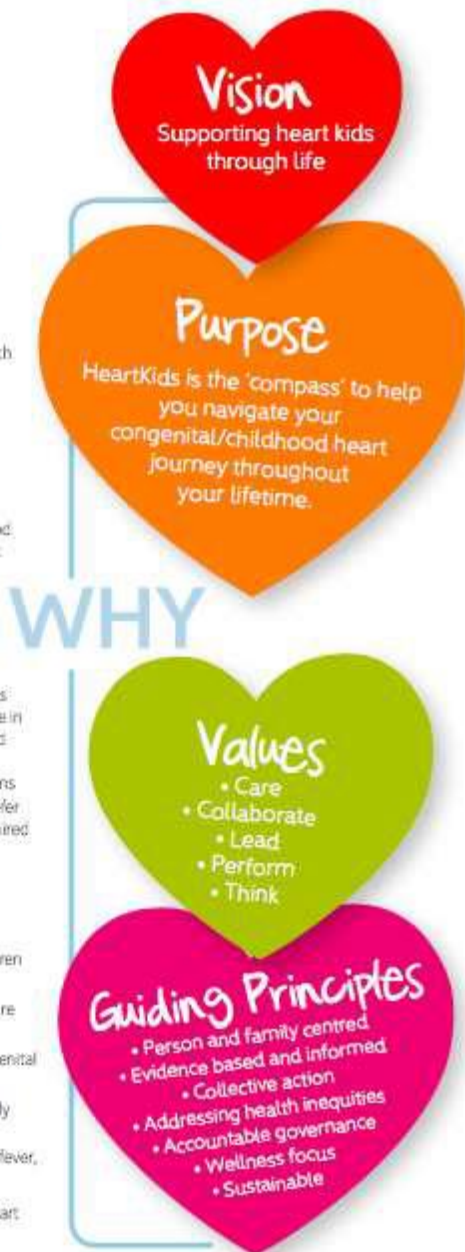
HeartKids is the voice for those people impacted by congenital/childhood heart disease, the leading cause of infant death in Australia and a complex chronic disease requiring treatment throughout your entire life. For over forty years HeartKids has provided assistance to families, young people and adults living with congenital/childhood heart disease by making available reliable and evidence-based information and timely support, by funding research and making new opportunities possible.

Many people are unaware of congenital/childhood heart disease – and its prevalence in Australia. Some remember the term "Blue Baby" and "Hole in The Heart Baby" - these are terms that describe congenital/childhood heart disease which, in reality, covers a wide range of conditions. At HeartKids, we also include children who may acquire heart conditions such as rheumatic fever and Kawasaki's Disease - therefore we often refer to childhood heart disease which also incorporates heart disease acquired during childhood.

Some startling statistics:

- Eight babies are born with heart disease in Australia every day. That is almost 3000 every year.
- Congenital/childhood heart disease is the single biggest killer of children under the age of one in Australia.
- Approximately half of the children diagnosed with heart disease require surgery to correct it.
- Each week more than four Australians pass away as a result of a congenital heart disease.
- It is estimated that 32,000 children (under 18 years of age) are currently living with congenital/childhood heart disease in Australia.
- Some children acquired heart disease - often as a result of rheumatic fever, which is prevalent in many communities.

HeartKids is striving to increase awareness of congenital/childhood heart disease through various campaign and advocacy programs.





NAVIGATING YOUR CONGENITAL/CHILDHOOD HEART DISEASE JOURNEY

ADVOCACY

HeartKids is the national peak congenital/childhood heart disease organisation and the voice of people impacted by the disease.

As a leading consumer health advocate we will:

- Advocate for and achieve a National Congenital Heart Disease Action Plan;
- Increase investment in research by Government and others; and
- Gain equitable access to government assistance and support for people impacted by congenital/childhood heart disease

INFORMATION

HeartKids is your compass ready to assist you and your family. We will act as your guide to help you navigate your life's congenital/childhood heart disease journey.

As the only charity solely focused on congenital/childhood heart disease we will:

- Continue to be recognised as the leading source of evidence based and up to date information for people living with or caring for someone with congenital/childhood heart disease;
- Establish an Australia wide congenital/childhood heart disease Referral Program connecting you to partners and stakeholders best suited to assist and support you; and
- Enhance our reach by tailoring information to meet your needs and circumstances using both technology and face-to-face support.

WHAT OUR GOALS AND PRIORITIES

SUPPORT

HeartKids will enable appropriate, accessible and affordable support to those living with and impacted by congenital/childhood heart disease regardless of age through an integrated outcomes focused and culturally sensitive suite of services.

By 2020 we will have implemented:

- 2011 Congenital/Childhood Heart Disease White Paper recommendations.
- Project Compass – a network of health professionals and peer to peer HeartKids Liaison Workers in each of the ten major cardiac hospitals and key regional centres with an emphasis on support at pivotal points of diagnosis, treatment and transition from adolescence to adulthood.
- Continue to provide and explore new ways of assisting Heart-Angel parents, siblings and care givers.

RESEARCH

HeartKids will be a strategic enabler of high quality research into new and improved treatments for, and management of, congenital/childhood heart disease in children, young people and adults.

By 2020 we will have:

- implemented a Congenital/Childhood Heart Disease Research Strategy that aligns our priorities with our research agenda;
- in partnership with the Congenital Heart Alliance of Australia and New Zealand (CHAANZ) implemented the bi-national Congenital Heart Disease Registry in turn informing clinical best practice and providing guidance on how to reduce the burden of the disease; and
- Attracted \$10 million in research activities multiplying our research impact.