

Position title:	Manager, Campaigns and Events
Leadership Level:	Manager
Team:	Revenue and Operations
Location:	Brisbane
Reports To:	Head of Revenue and Operations
Positions supervised:	Campaigns and Events Team

## Our Mission

Our mission is to lead Queenslanders in a partnership against cancer. Council Queensland (CCQ) raises funds that are dedicated to improving quality of life for people living with cancer, through research, patient care, prevention, and early detection.

## Our Purpose

CCQ is dedicated to supporting the community in cancer control. CCQ is dynamic, outcome-focused, responsive to community needs, and committed to voluntarism and the pursuit of excellence in all its activities. All employees and volunteers from CCQ, through their work, are actively involved in cancer control.

## Our Values

- Collaborative – We encourage and empower each other, working together to achieve our goals.
- Responsible – We are committed and accountable, have pride in our work and accept ownership for our actions and behaviours.
- Inclusive – We embrace diversity and value others, empowering authentic participation.
- Equitable – We engage with each other, our clients, and the community, with respect and fairness.

## Our Group

### Revenue and Operations

The Revenue and Operations team are responsible for ensuring reliable revenue streams are strategically planned and executed each year in line with the *Navigating Cancer Together* Strategy Plan.

The Campaigns and Community Engagement team delivers National and State Peer to Peer Campaigns, Third Party Beneficiaries, Fundraising Events, Community Fundraising and Community Engagement across Queensland.

## Your Role

The role of Manager, Campaigns and Events is responsible for leading a team of individuals who will engage like-minded organisations to increase fundraising opportunities to direct towards CCQ's key programs and service offerings.

This role will deliver community engagement tactics designed to maximise supporter engagement within communities to drive revenue generation through CCQ's income streams.

## Your Contribution

- Provide leadership to the Campaigns and Events team to uplift existing campaigns and relationships with key stakeholders and members of the community, including organisations, businesses, schools, community groups, retirement homes, among others.
- Collaborate and ensure all campaigns and events are feeding into the Operations team pipeline specifically, Philanthropy, Corporate Investment, Marketing, Business Development and Service Delivery.
- Promote key CCQ services and programs to existing clients and customers through campaigns and events.
- Lead a high-performance team with the ability to motivate and manage direct reports to achieve organisational targets.
- Define, set, plan and sponsor the cross-team implementation of sustainable goals and KPI's that increase outputs and impacts efficiencies.
- Identify and connect campaigns and events media and PR story opportunities with the Marketing Team to increase CCQ's local profile.
- Evaluate and report on campaigns and events activities including acquisition, retention, and the engagement pipeline.
- Keep an up-to-date knowledge of our organisation and key programs and service offerings.
- Maintain relationships with current campaigns and events suppliers, partners and supporters to increase net contributions across our income portfolio.
- Cross-sell CCQ's service delivery programs through all Revenue and Operation Activities.
- Oversee all campaign and event budgets, track expenses to maximise return on investment, and regularly report on net revenue.
- As appropriate, direct any potential fundraising opportunities you encounter locally to the Philanthropy or Corporate Partnerships team, to secure higher-level funding.
- Overseas the whole of organization events and engagement plan to ensure regular engagements are available for all stakeholders.

**Key Performance Indicator's (KPI's) To be developed in conjunction with the Chief Operations Officer.**

KPI:	Key Objective:
1	
2	
3	
4	
5	

## Your Leadership Contribution

CCQ has a Leadership Capability Framework which outlines the necessary capabilities of leaders for the four different leadership levels: Executive (CEO and GMs), Senior Managers, Managers, and Frontline Managers (Team Leaders and Senior Coordinators).

- The capabilities fall under three core capability groups: Vision and Strategy, Driving Outcomes, and Attributes and Behaviours.
- The framework also provides an overview of leadership through Leadership Balance, Focus for Success and Decision Horizons for each leadership level.

For further information please refer to Appendix 1 – Manager Capabilities (Managers) and CCQ's Levels of Leadership – Concept and Context.

## Communication and Interpersonal Responsibilities

- Work as part of a team and show professionalism.
- Punctual in both attendance at work and employee meetings.
- Maintain high standards of presentation and personal grooming.
- Comply with CCQ's Applying Our Values - Code of Conduct.

## Qualification/s and Experience

### Essential

- A minimum of five years of fundraising or marketing experience.
- Relevant qualifications in leadership, fundraising, marketing, or project management.
- Demonstrated experience in leading and motivating individuals to achieve organisational outputs.
- Proven success in developing strategies and operational plans to improve efficiencies and support engagement.
- Proven experience driving revenue generation within a 'sales' organisation.
- Proven success in project/campaign management with significant revenue generation.
- Current Queensland driver's license.

## Desirable

- Experience fundraising and driving revenue growth in a not-for-profit environment.

## **Technical Skills and Abilities**

### Essential

- Highly developed organisational and time management skills, with the ability to juggle multiple priorities with conflicting deadlines.
- Highly developed interpersonal skills, including public speaking and written and verbal communication skills.
- Demonstratable experience in conflict management.
- Highly developed leadership skills, with the ability to motivate direct reports to achieve organisational targets.
- Advanced computer skills, with proficiency in fundraising systems and Microsoft Suite.

### Desirable

- An understanding of the impact a cancer diagnosis and cancer treatment can have on individuals and families.

## **Position Description Changes**

It is understood that the responsibilities of this position will change as the organisation's business requirements evolve.

## **Position Requirements**

- At CCQ we value the safety and wellbeing of our visitors, guests, participants, volunteers, and colleagues.
  - As a CCQ Leader, an ongoing requirement of this role is the provision and maintenance of a working environment that is safe and without risks to health, safety, and wellbeing.
  - You are expected to take reasonable care for your own health and safety and that of others who may be affected by your action or inaction. This includes complying, so far as reasonably able, with any reasonable instruction from CCQ as well as cooperating with any reasonable requirements relating to health, safety, and wellbeing.
- At CCQ, being inclusive is one of our four Values. This includes recognising the value of diversity in the workplace and focusing on supporting an employee's ability:
  - CCQ has and will continue to make reasonable adjustments in the workplace to suit individual's abilities. As part of the decision for reasonable adjustments, a person's capacity to fulfil the inherent requirement of the role is considered.
  - Capacity includes both the ability to do the work as required and as employed to do. Examples, for various roles, include requirements for 1st Aid certification,

physically setting up for events/labour handling, driving and travelling, being able to cope with people and communities dealing with cancer.

- At CCQ we expect you to conduct yourself in a manner consistent and in accordance with Cancer Council Queensland policies, guidelines, procedures and management instructions as and when required.
- Work collaboratively with;
  - Your team and the broader members of the organisation in pursuit of CCQ's mission.
  - Other CCQ colleagues and stake holders to ensure excellence in the delivery of Cancer Council programs.
- Effectively manage change resistance and communicate change.
- Other duties as assigned by your manager or General Manager.

## Position Conditions

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Leadership Level:	Manager
Award Classification Level:	<i>Award Free</i>
AON Position Code:	Aon.MKT.20012.5
Employment Status:	Permanent, Full-time (37.5 hours/week).
Hours of work:	Required to work five days per week to cover business requirements of a 37.5-hour week. It is anticipated you may be required to attend events and meetings on evenings and weekends in an ad-hoc basis.
Travel:	Regular travel is required.

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## Appendix 1: Manager Capabilities (Manager) and CCQ's Levels of Leadership – Concept and Context

### Detail by level: Manager Capabilities (Managers)

Leadership Capabilities		Description
Vision and Strategy	Thinks and acts strategically	<b>Strategic alignment</b> – aligns actions to CCQ's strategy by planning 1-2yrs ahead, making cost-benefit analyses to leverage opportunities internally to achieve strategic targets; identifies and addresses potential risks or exposures to the business based on current challenges.
	Embraces agility	<b>Proactively supports agility</b> – adapts approach and thinking to changing requirements; proactively resolves problems and obstacles in line with organisational goals and priorities; positively and openly supports agility and top-down changes to goals and priorities; ensures uncertainty does not impede performance.
	Develops valuable relationships	<b>Maintains a broad network</b> – understands stakeholder needs; builds and maintains a broad network of internal and external contacts in advance of the need for potential future collaboration, to reduce the burden of cancer for the benefit of CCQ and the community.
	Leads with courage and vision	<b>Leads with vision</b> – energises and motivates others through defining an explicit vision for change, manages resistance by comparing current practices to a vision of change and articulates and continually reinforces the change message through the use of compelling stories, symbols and images.
Driving Outcomes	Focuses on clients and community	<b>Adds value</b> – Acts and makes decisions based on a deep understanding of internal and external customer requirements and focuses people on listening to and understanding customers' current and future needs. Proactively strives for a quality customer experience.
	Drives performance	<b>Sets and works to meet challenging goals</b> – sets out to achieve stretch goals and standards, resolves problems and obstacles to meet organisational goals in alignment with organisational values. Responsible for front line leaders and/or multiple projects or areas of work, typically under broad direction of an executive or senior manager.
	Demonstrates accountability	<b>Defines criteria for success</b> – identifies and communicates what needs to be accomplished, the standards to meet, and the consequences of not meeting those standards. Accepts shared responsibility for the achievement of results.
	Creates a sustainable future	<b>Sustains the business unit</b> – makes changes to effectively maximise resources and create efficiencies within own business unit, with clear line of sight to how this benefits customers and the community; develops and grows others to optimise performance through mentoring, coaching and arrangement of developmental experiences.
Attributes and Behaviours	Shows integrity	<b>Role models values and beliefs</b> – takes pride in being trustworthy, is honest in stakeholder and customer relations and role models the behaviour of serving all equally in accordance with personal and organisational values, particularly in challenging circumstances.
	Fosters belonging through collaboration	<b>Invests in the success of others</b> – personally invests in the success of one's peers, encourages and supports others, is inclusive and collaborative, and encourages or facilitates a beneficial resolution to conflict.
	Actively maintains safety and well-being	<b>Role models standards for safety and well-being</b> – exemplifies the standards for health, safety and well-being by being recognised for good safety performance within the business, increasing reporting, proactively identifying and resolving areas of concern, and through communication and reinforcement of those standards to others.



## CCQ's Levels of Leadership – Concept and Context

Leadership Level	Leadership Value Add	Leadership Balance	Focus for Success	Decision Horizons
<b>Executive</b> (Typically, the CEO and General Managers)	Valued for the ability to lead program leaders or other executives and influence within the organisation and with external parties to ensure outcomes.	80:20 Leadership v technical/specialist 	70:30 Creating the future v delivering today 	<b>5 + year</b> rolling horizon for major decisions
<b>Senior Manager</b> (Typically, Senior Managers and some specialist roles)	Valued for the ability to connect strategy and vision to operational delivery as well as ability to lead program strategy and/or guide managers and frontline leaders to deliver outcomes.	60:40 Leadership v technical/specialist 	50:50 Creating the future v delivering today 	<b>2 to 5-year</b> rolling horizon for major decisions
<b>Manager</b> (Typically, Managers and most specialist roles)	Valued for the ability to lead program strategy and/or guide front line leaders and team members to deliver outcomes.	40:60 Leadership v technical/specialist 	30:70 Creating the future v delivering today 	<b>1 to 2-year</b> rolling horizon for major decisions
<b>Front Line</b> (Typically, Senior Coordinators and Team Leaders)	Valued for experience in their specialist area and the ability to manage team members and themselves to deliver outcomes.	20:80 Leadership v technical/specialist 	10:90 Creating the future v delivering today 	<b>6 to 12-month</b> rolling horizon for major decisions