

Vision

A cancer free future.

Statement of purpose

We are Australia’s leading cancer charity uniting the community to reduce the impact of cancer.

Position description and person specification

Position title:	Project Manager - Campaigns		
Unit:	Fundraising		
Department:	Business Development Unit		
Location:	202 Greenhill Rd, Eastwood		
Manager:	Fundraising Manager		
Employment:	Full Time (1.0 FTE)		
Last updated:	September 2018	By whom:	Fundraising Manager

Cancer Council SA

- Has worked resolutely since 1928 to deliver cancer research, prevention, and support services.
- Is the state’s leading independent, cancer-related, non-government organisation, dedicated to reducing the impact of cancer for all South Australians
- Invests in three main strategic objectives: research, prevention and support
- Is uniquely positioned as a resource for action and a voice for change towards a cancer free future
- Is committed to The National Principles of Volunteer Involvement and Management
- Maintains a non-smoking workplace and provides assistance with quitting
- Requires employees and volunteers to promote cancer preventing healthy lifestyle practices and behaviours, as outlined in organisational policies.

Our core values are represented by 16 value statements that encapsulate 16 behaviours—they are grouped into four headline attitudes:



<p>CAN-DO</p> <p>Innovation <i>We look to the future</i></p> <p>Commitment <i>We stay the course</i></p> <p>Selflessness <i>We help each other</i></p> <p>Courage <i>We are brave</i></p>	<p>STAKEHOLDER DRIVEN</p> <p>Creating value <i>We deliver social impact</i></p> <p>Accountability <i>We are answerable for our actions</i></p> <p>Responsibility <i>We are financially prudent</i></p> <p>Appreciation <i>We celebrate success</i></p>
<p>HIGH PERFORMING</p> <p>Stretch <i>We strive for success</i></p> <p>Excellence <i>We are dynamic</i></p> <p>Management <i>We understand our boundaries</i></p> <p>Ownership <i>We take ownership of our behaviour</i></p>	<p>OPENNESS AND INTEGRITY</p> <p>Respect <i>We are respectful</i></p> <p>Acceptance <i>We are accepting</i></p> <p>Honesty <i>We are authentic</i></p> <p>Trust <i>We do what we say</i></p>

Unit role and objectives

The Business Development Unit, a fun and dynamic unit, is focused on promoting the work and services offered by Cancer Council SA, whilst harnessing the passion of the community to generate the income required to fund critical research, prevention and support programs.

We aim to attract and retain the best talent to ensure we can continue to deliver a cancer free future. Our targets are stretch targets and will remain stretch targets as long as people continue to have their lives cut short or quality of life diminished by cancer. To deliver this, we have brilliant Marketers, PR professionals, fundraising experts and relationship officers who manage some of Australia's most loved fundraising campaigns and support the other dedicated teams at Cancer Council SA. We're a passionate group of professionals committed to the defeat of cancer and what we do directly assists our colleagues running class-leading research, prevention and support programs.

Every day we make a difference.

Position overview

The Project Manager - Campaigns will lead a team to execute Cancer Council SA's signature campaigns including but not limited to Relay for Life, Daffodil Day and a diverse portfolio of community fundraisers. The role is accountable for the successful delivery of these campaigns to meet or exceed the set targets. The Project Manager - Campaigns will manage and coach an operational team, internal and external stakeholders, and represents Cancer Council SA at a national level as required.

Reporting relationships

This position reports to:

Fundraising Manager

Number of staff reporting to position:

4 staff members:

Relationship Officers x 2

Campaigns Officer

Community Officer

Key accountabilities (outcome based)

1. Project Management and execution of campaigns
 - Working with the Fundraising Manager and a national team where appropriate, contribute to strategy and develop the business cases and project plans for campaigns in the portfolio.
 - With the campaigns team, development and execution of the campaign's local tactical plan in accordance with the overall campaign strategy and utilising the project management process, ensuring delivery on agreed timeframes and budget
 - In conjunction with the marketing team, develop and execute communications plans and manage the relationships with all participants and other stakeholders on each campaign
 - Work in collaboration with the National Project team on National campaigns, contributing to campaign development and ensure that campaign tactics delivered on time and optimised for the local market

- Work with the Products Analyst in pre and post campaign periods in order to best target contacts, test new segments, set KPIs and measures and report on the results achieved and the new insights found
 - Regularly monitor campaign KPI performance and develop action plans on corrective measures or enhancements to performance.
 - Contribute to continuous improvement processes and systems to drive effectiveness and efficiency.
2. Manage the campaigns team and provide leadership
- Supported by the Fundraising Manager, provide day to day leadership of direct reports
 - Develop, set and monitor team and individual performance indicators and milestones in line with campaign and broader team objectives and targets
 - Utilising the project management tools, delegate ownership of campaigns to direct reports, providing coaching and support
 - Undertake regular performance reviews and planning, providing regular feedback to maintain and improve performance
 - Ensure a positive work environment by demonstrating CCSA values and team behaviours and ensure these are adhered to by the team
 - Ensure that goals and key decisions are communicated effectively to the relevant stakeholders of each campaign.
3. Manage stakeholders to deliver campaigns
- Working with the project management process, coordinate internal and external stakeholders to deliver on their accountabilities as documented in the project plans
 - Assisted by your team manage internal and external suppliers including the development of briefs and key documentation to deliver on tactical elements of the campaign (i.e. Administration, Design, Marketing Collateral, Warehouse, Telemarketing etc.)
 - Project Manage the volunteer and community engagement elements of the campaign, working closely with the HR team to ensure delivery against agreed objectives
 - Collaborate with the marketing team to deliver marketing, communication, collateral and PR for campaigns.
4. Contribute to the Fundraising team's overarching goals and strategies
- As a manager in the Fundraising team, contribute to broader fundraising and donor plans as required
 - If required, support campaigns and projects outside your own portfolio as directed by the Fundraising Manager
 - Actively and constructively participate in national Cancer Council fundraising forums, and work in consultation and collaboration with interstate Cancer Council representatives, providing localised insights into the campaigns.
5. Maintain accurate records, budgets and reporting requirements
- Manage budgets and report on performance activities which include the preparing, setting and monitoring annual plans
 - Prepare budget updates and reforecasts
 - Ensure accurate records are kept and updated in Cancer Council SA's database
 - Provide regular and timely reports on campaign performance

- Maintain all Project Management Process documents from the Business Case to Close-Out reports

Protect your own health and safety and that of others by:

- Complying with, and actively contributing to the development of, organisational policy and safety systems.
- Identifying and reporting workplace hazards and incidents to their supervisor.

Special conditions

- Appointment will be subject to a satisfactory police check.
- Some out-of-hours work and interstate travel may be required.
- The successful applicant must be a non-smoker.

Person specification (knowledge, skills and experience)

- Experienced in leading and managing teams (mandatory)
- Proven success in effectively leading and motivating others to achieve set outcomes (mandatory)
- Excellent interpersonal communication and stakeholder management skills (mandatory)
- Proven track record in project development, monitoring and evaluation including coordinating diverse stakeholders (mandatory)
- Experience in and understanding of fundraising practice and/or sales and marketing strategies (mandatory)
- Sound understanding of financial processes including setting, analysing, monitoring and achieving budgets (mandatory)
- Ability to develop and maintain effective working relationships both internally and with external networks (mandatory)
- Demonstrated knowledge in the development of marketing and/or communication plans (desired)
- Demonstrated time management skills and the ability to project manage multiple priorities (mandatory)
- Confidence and competency in public speaking (desired)
- Intermediate MS Word and MS Excel (mandatory)
- Hold a current SA drivers licence (mandatory)

Signatories

Incumbent

Name: _____

Signature: _____

Date: _____

Manager Name:

Signature: _____

Date: _____