

Events Campaign Coordinator

Oxfam is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

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| Position Number | 600 |
| Classification | Category 4 |
| Section/Unit | Fundraising and Resource Growth / Supporter Activation |
| Reports to | Trailwalker Program Manager and such other persons as directed |
| Hours of Work | 35 hours per week |
| Suitable for Job Share | NO |
| On Call Duties | NO |

Scope of Position

The Fundraising and Resource Growth Section (FRG) at Oxfam Australia exists to inspire and invite individuals, communities and institutions to contribute their financial support, ideas and resources to advance our shared purpose of achieving a just and sustainable world without poverty.

Oxfam Trailwalker is Oxfam Australia's signature high profile event that pioneered high endurance fundraising challenges in Australia and remains a market leader in this space more than two decades into its history.

The Events Campaign Coordinator is responsible for the delivery of, in conjunction with internal stakeholders and outsourced suppliers, the annual Trailwalker campaign, ensuring that events are delivered with 'supporter first' principles, achieve revenue and operational goals, and positively and accurately reflect the work of Oxfam Australia.

This role is responsible for delivering strong, cohesive support to the Trailwalker Program Manager, and contributing to a culture of continuous improvement, innovation and business development, applying best practice community fundraising techniques.

Key Responsibilities

- Working with internal teams and external suppliers, contribute to the delivery of annual Trailwalker campaign plans in line with objectives, operational imperatives and supporter insights

- Build and nurture positive relationships with suppliers, sponsors and long-term event volunteers to support delivery of a highly engaged, partnership approach to the Trailwalker program
- Work with internal teams to source, recommend and deliver engaging content including impactful participant stories that can drive participation, fundraising and greater awareness
- Working with external suppliers, contribute to, recommend and review acquisition and engagement campaigns including social media, eDM and direct mail content plans.
- Ensure all campaign materials are delivered in line with Trailwalker proposition and collateral and communications comply with Oxfam Australia brand guidelines
- Provide support with the delivery of primary and national event sponsors benefits, in line with annual campaign plans and requirements
- Working with external suppliers, support the design and delivery of presentations for the briefing of corporate teams, and participant events including pre-event participant Safety Briefing and other event functions as required
- Coordinate processes to improve data quality by working with internal stakeholders to consistently deliver optimised integration of Trailwalker data from outsourced platforms. Maintain CRM and ensure information is captured on participant records to inform their ongoing communication and engagement
- Document and coordinate relevant supporter processes, ensuring data integrity and compliance will all data protection and privacy regulations
- Gather information and data about similar events and fundraising competitors, gain insight and understanding of approaches to inform Oxfam Trailwalker campaign development
- Support the Trailwalker team and external agencies by efficient management of team administration
- Other related duties as delegated

Living our Values

- Accountability – You are able to set clear goals and monitor personal progress against them.
- Empowerment – You are capable of having open, honest and respectful dialogue with others, respecting and including partnerships and communities perspectives into our working activities.
- Equality – You work to high ethical standards and treat all people with respect.
- Inclusiveness – You embrace diversity and able to enrich work activities with diverse perspectives.
- Sustainability – You are committed to achieving sustainable results in all aspects of their work.

Technical Knowledge & Experience

- Tertiary qualifications in Fundraising, Marketing, Communications, Project Management or equivalent working experience

- Able to demonstrate strong relevant experience in Marketing Communications
- Demonstrated experience working collaboratively with external suppliers to deliver project milestones
- Demonstrated experience using project management tools
- Experience in digital marketing and supporter journey planning for fundraising campaigns
- Experience in coordinating delivery of community events or fundraising initiatives desirable
- Demonstrated commitment to high quality supporter engagement
- High levels of computer literacy particularly MS Office and experience working with CRM database software (familiarity with Salesforce highly regarded)

Personal Skills & Attributes

- Excellent organisational and time management skills including the ability to manage conflicting priorities and meet deadlines
- Demonstrated ability to influence and successfully negotiate with a wide range of internal and external stakeholders
- Strong analytical and problem-solving skills to inform potential solutions and provide recommendations to decision makers
- Ability to work autonomously and as a collaborative team member
- Pragmatic, practical, solutions-oriented approach
- Strong communications, interpersonal and relationship building skills
- High degree of emotional intelligence and humility
- Growth mindset and desire to cross skill
- Flexibility in work undertaken in order to assist colleagues and the organisation
- Commitment to Oxfam's purpose, culture and ways of working
- Sensitivity to cultural differences and gender issues, as well as the commitment to equal opportunities
- Openness and willingness to learn about the application of gender/gender mainstreaming, women's rights, and diversity for all aspects of development work
- Commitment to Oxfam's safeguarding policies to ensure all people who come into contact with Oxfam are as safe as possible

Travel

Occasional interstate travel is a requirement of the position. It is a condition of employment that staff abide by all agency security and safety protocols, policies and procedures and the Oxfam International Security Protocol.

COVID-19 Vaccinations (Use this if recruiting for an identified role)

In order to protect the health, safety and wellbeing of our people, supporters, and the communities we work with, this role requires vaccination against COVID-19 as a condition of employment. Evidence should be sighted prior to commencing employment with OAU.

This role requires evidence of COVID-19 vaccination for the following reason/s as outlined in Oxfam Australia's COVID-19 Vaccination Policy:

- This role involves attendance at or management of large-scale events involving supporters or members of the public;
- Oxfam Australia deems it necessary based on a health and safety risk assessment

Child Safeguarding

As an agency undertaking work both nationally and internationally and in humanitarian response, OAU takes its duty of care seriously to safeguard children and recognises that it must meet community expectations and the trust placed in its personnel to maintain the highest standards of conduct with children. Therefore, all positions within OAU are required to understand and comply with the Child Safeguarding Policy, Code of Conduct, toolkit and Social Media User Policy.

- This role requires Oxfam representation when occasionally visiting the field.
- This role requires access to information relating to children.
- This role involves making decisions which may affect children, including volunteers and other supporters under the age of 18.