

POSITION DESCRIPTION

Position Title	Marketing and Fundraising Officer		
Team	Strategy, Engagement and Growth		
Classification	SCHADS Level 5	Employment Status	Part Time 0.6FTE 6-Month Contract
Position reports to	Senior Coordinator Marketing and Communications		
Location	South East Melbourne, primarily based in Dandenong		
Last revised on	August 2025		

A. Who We Are

SMRC is a not-for-profit community-based agency providing services to migrants and refugees living in the southern region of Melbourne, including the local government areas of City of Greater Dandenong, City of Casey, Shire of Cardinia, and surrounding suburbs. Since 1993, SMRC has supported the settlement of newly arrived refugees and provided community-based services for migrants and refugees through funded in-language social, economic, health and wellbeing programs. SMRC provides a wide range of aged care services, ensuring that older community members have access to care and support that is culturally sensitive, and in-language where required. SMRC also operates a multicultural labour hire service, which provides a culturally sensitive and in-language alternative to in-home care.

The vision of SMRC is to ensure that migrants and refugees are enabled to achieve their goals and aspirations. We exist to support and empower migrants and refugees through our delivery of programs and services that are innovative, inclusive, and impactful.

B. Role Purpose

Reporting to the Senior Coordinator Marketing and Communications and working in collaboration with the Senior Manager Strategy, Grants and Program Development, the Marketing and Fundraising Officer will apply their fundraising, marketing and event management skills and experience to support the implementation of SMRC's three-year organisation-wide fundraising strategy. Activities will include implementing a donor journey, promoting SMRC's bequest program, writing grant applications, and organising two fundraising events.

C. Key Responsibilities

SCHADS Classification of the level –

- May be required to exercise initiative and judgement where practise and direction are not clearly defined.
- Involvement in establishing organisation programs and procedures and work may span more than one discipline.
- Required to assist in the preparation of the organisation's budget.
- Set priorities and monitor work flows in the area of responsibility, which may include establishing work programs.
- Required to set priorities, plan, organise of own work and that of lower classified staff, and Volunteers.
- Where projects and/or function are required, establish outcomes to achieve the organisation's goals.

Fundraising Activities

To be rolled out in line with SMRC's current fundraising plan:

- Implement and create collateral for SMRC's donor and supporter engagement program
- Implement and create collateral for SMRC's bequest program

- Plan and execute two pre-identified fundraising events, including sourcing funding to support execution.
- Build CRM (Hubspot) capability to reflect the organisation's donor journey and manage engagement across existing and prospective donor base.
- Develop fundraising collateral and content in line with the Senior Coordinator Marketing and Communications, including written, visual and audio content.

Prepare reports on fundraising activity and impact.

Risk Management

- Contribute towards identification and management of risks and exposures to ensure compliance with contract and service agreement where applicable and SMRC policy and management processes.
- Ensure compliance with all legislative and regulatory requirements including the Privacy Act, Equal Employment Opportunity, Child Safety, Sexual Harassment and Occupation Health and Safety.
- Contribute to continuous improvement.

Finance

- Work within the program budget as approved by the Board and within the organisational policy.
- Ensure all reporting and budgeting requirements are adhered to as per funding guidelines.

General duties and responsibilities to all staff

- Respond to hazard identification and incident reporting promptly and work proactively at ensuring a safe workplace is provided for employees.
- Any other duties as directed by the program manager and commensurate with the scope and classification of the position.
- Attend compulsory training as per SMRC policy.

D. Person Specification

Qualifications

- Tertiary qualifications in Marketing, or equivalent.

Key knowledge areas

- Relevant demonstrated experience in a marketing, fundraising or similar role.
- Experience using a CRM for fundraising purposes (specifically HubSpot or other similar system)
- Understanding of and experience in implementing and nurturing a donor journey
- Advanced MS Office skills.
- Understanding of the not-for-profit sector and a commitment to the FIA Code.

E. Key Selection Criteria

Essential capabilities

Professionalism

- Time Management - Prioritises work; demonstrating an understanding of organisational, team and individual priorities and capacities; and ensures that key requirements are met.
- Work Planning - Participates in regular supervision meetings with Manager to ensure that the work objectives are consistent with this position description and organisational objectives.

Communication

- Interpersonal Skills – Ability to communicate with a cross-section of the organisation and external stakeholders. Demonstrate SMRCs Values in all work and communications.
- Verbal Communication – Speaks respectfully in a way that explains issues and information clearly to clients/ members and colleagues.
- Written Communication – Prepare accurate reports and documents when required; provide clear, accurate and timely electronic (email) messages and responses.

Teamwork

- Team dynamics – Supports team dynamics, supports productive working relationships and work-life balance.
- Openly shares information, participates and contributes to team discussions.

Change and responsiveness

- Change Management - Supports change management processes.
- Maintains a positive approach to change and adapts to new or different ways of working.

Program Management

- Performs own role and responsibilities efficiently to contribute to project outcomes.
- Contract management - Monitors contracts and checks that contractual obligations of both parties are met.

Governance and compliance

Risk Management – Manages own risk and ensures that risks are identified and reported in own work context.

Stakeholder engagement

- Partnerships and collaboration – Excellent relationship management skills and ability to work collaboratively with other organisations in formal and informal partnerships to achieve outcomes.

F. Personal attributes for this position

- **Culturally aware**- Respect difference in all forms, value diversity as a strength, and positively utilise diversity.
- **Analytical**- Review options and opinions before making judgements; Takes a systematic approach when developing improvements.
- **Collaborative** - Engenders a spirit of teamwork.
- **Inclusive** - Actively seek feedback and incorporate this into decisions and actions when legal, ethical and aligned with SMRC's Values; Communicate options, decisions and actions.
- **Supportive** - Encourage others to attain personal and organisational goals; Listen actively and inspire confidence.

- **Ethical** - Model expected standards of behaviour and the SMRC Values and Code of Conduct.
- **Self-Disciplined** - Manages time and plan well to achieve key outcomes.

G. Staff reporting to this position

None

H. Responsibilities & Conditions of Employment

SMRC is an Equal Opportunity Employer (EEO) and encourages applications from people of culturally and linguistically diverse backgrounds, including people from Aboriginal, Torres Strait Island heritage and people with lived experience of disability.

SMRC believes in protecting the safety, rights and wellbeing of children including the expression of cultural beliefs and identity.

SMRC strongly believes in the promotion of gender equality and respect for relationships.

All employees of SMRC are covered by the Social, Community, Home Care and Disability Services Industry (SCHADS) Award and are required to follow common conditions of employment.

A summary is listed below:

- Employees must contribute to Occupational Health & Safety (OHS) objectives by reporting hazards and incidents immediately to an OHS representative, committee member or manager. Employees must behave in a manner that fosters safe working practices.
- Conduct must be in accordance with the SMRC Code of Conduct, Employment Contract, Confidentiality Agreement and other SMRC policies and procedures.
- Salary is set in accordance with the relevant Award and classification.
- Leave entitlements are as per Award and SMRC Policy guidelines.
- All position descriptions are open to periodic review by management in consultation with staff.
- SMRC provides a smoke-free environment, including within vehicles.
- The staff member may be required to perform other duties as directed, in accordance with training, skills and experience.
- The staff member must comply with child safety standards and policies.
- SMRC Values - Integrity, Compassion, Accountability, Respect, Excellence.

I. Important Information

SMRC offers:

Salary Sacrifice: Employees have the option to access salary sacrifice through an external provider. Staff on a full time or part time contract can access tax free salary packaging.

Christmas break: SMRC offers all staff time off between Christmas and New Year's Day, up to 3 days leave, without leave loading.

Professional Development: Employees are offered training to invest in their professional development that is

relevant to their field of work.

All appointments to the SMRC are subject to the following:

- Police Check (not older than 6 months)
- Employee Working with Children Check (not expired)
- NDIS Worker Screening Check (not expired)

Please visit the SMRC website at www.smrc.org.au or for further information contact the People and Culture Team on 03 9767 1900 or at hr@smrc.org.au.

J. Employee Signature

I have read, understood and accept the above position description.

Employee Name

Employee Signature

Date

Manager Name

Manager Signature

Date