

Position Description

POSITION:	Campaign and Events Manager
CLASSIFICATION:	SCHADS level 5
REPORTS TO:	General Manager Philanthropy, Partnerships and Brand
DATE CREATED:	July, 2025

ORGANISATIONAL ENVIRONMENT

MCM (Melbourne City Mission) is a leading community services organisation that innovatively works alongside thousands of Victorians and their communities to overcome barriers, providing a broad range of support in Homelessness, Family Services, Disability, Early Childhood Intervention Services, Palliative Care, Education and Mental Health service areas.

With deep experience working with communities experiencing disadvantage, MCM advocates for systemic change, working across all sectors to sustainably disrupt such disadvantage.

Since 1854, MCM has been striving for those experiencing disadvantage to live their life, their way.

DIVERSITY, EQUITY OF ACCESS, AND INCLUSION

MCM is committed to inclusion, equity of access and diversity. We know that diversity helps us to innovate and make the biggest impact possible. Our DEI Strategy On for Inclusion supports and drives an inclusive workplace culture. We recognise that many people continue to face systemic barriers within an employment context, particularly those from First Nations, culturally and linguistically diverse, disability and LGBTIQ+ communities. We are committed to inclusivity and want to continue to learn from and grow our diverse workplace culture. This includes supporting your individual employment needs wherever reasonably possible.

POSITION CONTEXT

The Campaign and Events Manager works within the larger Philanthropy, Partnerships & Brand portfolio, led by the General Manager. This cross functional role is responsible for the planning, management and implementation of campaigns and initiatives that will support the fundraising and marketing strategy. This will include overseeing projects that will maximise fundraising channels and opportunities and increase awareness of MCM's brand and key messages.

Please note that where MCM is referenced, there are 4 operating entities: MCM Services, MCM Housing Hester Hornbrook Academy and Quantum.

The primary function of the role includes:

- Manage key campaigns and events (projects) delivered by the Philanthropy, Partnerships and Brand Team to drive increased revenue and brand awareness in line with MCM's Strategic Plan.
- Project manage key campaigns including *Sleep At The 'G* in the efficient, cost effective and impactful delivery of quality omni channel integrated activities that exceeds financial targets.

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- Collaborate with cross functional teams to provide excellence in project management to internal stakeholders including fundraising, marketing communications, MCM services and more broadly.
- Manage a calendar of key campaigns and events (eg. Sleep At The 'G, Workplace Giving, Bequests, etc) and supporting channels, including web, social media, eDMs, advertising and event marketing.
- Develop and use a targeted measurement framework to track campaign performance to foster continuous improvement.

POSITION PURPOSE

The Campaign and Events Manager will design, plan, document, manage and implement efficient and effective campaigns and events to maximise MCM's fundraising and marketing communications including brand.

POSITION DUTIES AND RESPONSIBILITIES

Duties of this role may include but are not limited to the following:

Campaign and Event Planning

- **Independently lead the end-to-end strategy, planning, and execution** of major fundraising and brand engagement events—such as *Sleep at the 'G*—to drive awareness of MCM's mission and deliver impactful revenue outcomes.
- **Take ownership of the development and implementation** of a 12-month, rolling campaign calendar in collaboration with the PP&B Leadership Team, proactively aligning campaign timing with organizational priorities and external opportunities.
- **Build and work closely** with internal stakeholders, external partners, suppliers, contractors, consultants, and major supporters, ensuring all contractual, sponsorship, and in-kind support obligations are met and maximized.
- **Drive the creation and integration of marketing strategies** across key fundraising initiatives with the main focus on MCM's flagship event *Sleep at the 'G*. Working in close collaboration with the Fundraising and Digital Communications & Marketing teams to ensure cohesive, audience-focused campaign execution.

Campaign and Event Delivery

- Plan, co-ordinate, manage and deliver key campaigns and major events from inception through to delivery and post-campaign review in conjunction with fundraising and marketing teams including above the line (ATL) and below the line (BTL) advertising and event management, ensuring the participant journey is engaging and positive from initial online registration, through to event participation and post event evaluation.
- Manage and develop risk plans to ensure successful campaign and event delivery.
- Project manage all deliverables including scoping, timelines, and resource booking

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- Book resources effectively and engage with external partners for integrated marketing campaigns for key events
- Maintain relationships and propose innovative solutions with internal stakeholders, teams and external agencies as required
- Run regular work- in- progress meetings to ensure work plans are being managed efficiently
- Identify opportunities to improve and maximise all aspects of the campaign and event's strategy and implementation for future reference.
- Monitor, measure and assess all aspects of event delivery for stakeholder and supporter reporting.
- Ensure expenditure commitments are tracked and forecasts for future spend are accurately planned.
- Ensuring campaigns and events are delivered within the framework of MCM's policies and procedures, legislative requirements, and meet the relevant service standards.

KEY SELECTION CRITERIA

Essential:

- *A relevant tertiary qualification and/or a minimum of five years' experience in a events, campaigning or fundraising role.*
- *Well-developed written and oral communication skills including high levels of accuracy and attention to detail*
- *Ability to research, analyse and prioritise opportunities that align to MCM business priorities and best Return On Investment.*
- *Experience in developing and writing event campaigning communications including submissions, proposals, employee newsletter, reports, etc*
- *Demonstrated project management skills, including organisation and time management skills with the ability to prioritise tasks, including the ability to work under pressure to tight event and campaign deadlines*
- *Experience using a donor management system, preferably Raiser's Edge*
- *Satisfactory completion of safety screening including a National Police check, International Police check (if required) a current Victorian Working with Children Check (Employee), current Victorian Drivers Licence, and the right to work in Australia.*
- *"Can do" attitude and passion to deliver exceptional results.*
- *Knowledge of fundraising best practice and legislation, including commitment to continual improvement*
- *Highly developed stakeholder relationship management and interpersonal skills including the ability to effectively engage with people from diverse backgrounds from CEO through to frontline workers and their clients.*
- *Understanding of evidence and data informed planning, fundraising and marketing*
- *Effective budget management skills*

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- Effective organisation and time management skills including the ability to work autonomously under pressure and meet tight deadlines.
- The willingness and ability to work flexible hours when required.
- Positive can-do service orientated demeanour.
- An understanding of the requirements for ensuring child safety.
- Computer literacy, including proficiency in in databases and Microsoft Office

Satisfactory completion of safety screening including a National Police check, International Police check (if required) a current Victorian Working with Children Check (Employee), current Victorian Drivers Licence, and the right to work in Australia

POSITION AUTHORITIES

Number of Reports

This position has no direct reports but reports through directly to General Manager PP&B. At peak times during SATG, this role will have 1-2 direct reports who will be temporary positions.

Direct Reports				Indirect Reports			
Number:	0	FTE:		Number:	2	FTE:	
List Teams / Positions				List Teams / Positions			

Expenditure

Operating:		Capital:	
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Other Authorities

Not applicable

Supervision or Direction Required

This role requires minimal supervision as there will be clear direction provided from the commencement of the role.

Planning

**The employee will, on most days, manage their own time but will be led by the established goals or objectives.*

Freedom to Act

Can make leadership decisions limited by policy and budge and can implement organisational policy, strategy, or decisions subject to general Manager

Assistance to Higher Level

Can provide routine information; Advises specific people about routine matters; Contributes to reviews of routine processes; Provides technical or specialist or multi-disciplinary advice; Contributes to reviews

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of procedures; Provides consultation based on professional knowledge; Provides authoritative consultation on policy formulation and strategic direction, etc.

KEY RELATIONSHIPS

This position may have relationships with a diverse range of MCM employees, external service providers, organisations and stakeholders within the community, with the view to providing the most appropriate and effective services and supports to the people they support. Examples of key relationships include:

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|-------------------------------|---|
| Internal Relationships | <ul style="list-style-type: none"> • The broader Philanthropy, Partnerships & Brand team • Leaders from service delivery areas • Corporate Services teams • Executive team • CEO |
| External Relationships | <ul style="list-style-type: none"> • Donors/supporters • External stakeholders including agencies, consultants, contractors, suppliers and partners • Venue Managers and Event Suppliers |

COMPLIANCE

As an employee, you are expected to comply with the following:

- Comply with and actively support all position, division and organisational policies and procedures.
- All employees are subject to MCM's Employment Safety Screening Procedure.

LEADERSHIP CAPABILITY FRAMEWORK

In addition to the key selection criteria, applicants should be able to demonstrate the following attributes:

KEY AREA	BEHAVIOURAL CAPABILITIES
PARTNERSHIPS	Influence & Persuasion Delivers a compelling message to gain support for ideas or projects. Acts to influence outcomes for the benefit of the people we work with.
PARTNERSHIPS	Collaboration & Cooperation Seeks to find the right solution for all. Stays connected and works together with colleagues and the people who use our services to achieve great things.
PARTNERSHIPS	Credibility & Integrity Establishes credibility and trust in the eyes of clients, colleagues, regulators, funders and partners. Is recognised being principled and as having expertise as a leader.

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REPUTATION	Provable Results Is accountable. Delivers measurable outcomes. Driven and energetic; striving to meet targets and quality outputs for the people who use our services and our colleagues.
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REPUTATION	Spreading the Word 'Sells' rather than 'tells'. Takes every opportunity to promote MCM, its services, purpose and philosophy.
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PEOPLE	Wins Hearts & Minds Contributes to an environment where people want to do their best work and show commitment to the One MCM Purpose and Philosophy.
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PEOPLE	Builds Capability & Realises Potential Plays an active role in their own and others' development. Encourages and inspires others to realise ambitions and potential.
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PEOPLE	Challenge & Change Forward thinking. Challenges the status quo and looks for innovative solutions to how MCM can make a positive difference.
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OUR VALUES

Employees are expected to commit to and demonstrate MCM's values:

Together	We are inclusive and accepting of difference We work in highly effective teams and our people are connected across our organisation We engage proactively with others to deliver outcomes
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Courageous	We speak up constructively in line with our convictions We pursue our goals with determination We are passionate about our advocacy role
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Curious	We are inquisitive and ask why We challenge the status quo We actively explore the alternatives
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Open	We are transparent and have genuine, honest interactions We listen and hear people's voices We value and respect the autonomy of clients We trust one another
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Accountable	We act safely in all our interactions We manage within our financial and resource boundaries We own our outcomes and decisions We are proud of the work that we do
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ORGANISATIONAL REQUIREMENTS AND COMMITMENTS

Child Safety & Safety of Vulnerable People

MCM is a Child Safe Organisation. We are committed to the safety and wellbeing of children, young people, people with a disability and other vulnerable people. We have a zero tolerance of abuse and neglect of all vulnerable people and are committed to actively contributing to a safe organisation in which children, young people, people with a disability and vulnerable people are protected from violence, abuse and neglect. All employees are required to comply with the Child Safe Standards.

Workplace Health & Safety:

MCM's strategy is to create a working environment in which we have zero tolerance for compromised worker safety. As an employer we endeavour to provide a working environment that is safe for all employees and people who use our services and adheres to Occupational Health & Safety regulations as an employer.

As an employee, you also have Occupational Health & Safety responsibilities as follows:

- To comply with all MCM policies related to Occupational Health and Safety in the workplace.
- Take reasonable care of your own health and safety in addition to the health and safety of your colleagues and people who use our services who may be affected by your acts or omissions in the workplace.

Operational Accountability:

MCM is committed to operating efficiently, ethically and remaining operationally and financially sustainable.

As an employee you are expected to operate within the requirements of our accreditation, registrations, delegations and work responsibilities as detailed in our various policies and procedures, Code of Conduct and regulatory guidelines.