



# Engagement Manager

## Position Description

<b>Position</b>	<b>Engagement Manager</b>
<b>Reporting to</b>	Head of Development
<b>Direct Reports</b>	Development Coordinator
<b>Position type</b>	0.7 EFT (3.5 days per week). Flexible working is available. Fixed-term contract until 16 December 2022.
<b>Salary</b>	\$60,000 - \$70,000 per annum (pro-rata) + 10% superannuation
<b>Other benefits include</b>	<ul style="list-style-type: none"><li>• Employee Assistance Program counselling service</li><li>• Five weeks' annual leave</li><li>• A commitment to continuous learning, including sector-leading staff training and a personalised professional development plan</li><li>• Flexible work conditions</li><li>• A values-driven organisational culture that celebrates difference, prioritises playfulness and brings our people together socially every day for lunch, events and good fun</li></ul>

## ROLE SUMMARY

Our new Engagement Manager role is all about relationships – building new ones, strengthening existing ones and helping us find new people to introduce to the wild world of Fringe.

The role requires excellent communication skills and supports the Head of Development in rolling out the organisation's private giving program including:

- Helping us build and maintain relationships with our amazing community of donors.
- Throwing great parties and events to help us widen our circle of friends and donors.
- Researching and finding potential donors to introduce to the organisation.
- Finding new and exciting ways to engage donors and deepen their relationship with Fringe.

Working closely with our Marketing team, you will also find new ways to engage our community of Fringe alumni, Fringe Dwellers (members) and industry to help bring them into the Fringe fold.

The position is a key role within the Marketing and Development team, which is responsible for driving diverse revenue streams and communicating Melbourne Fringe's broad range programs.

## ABOUT MELBOURNE FRINGE

Melbourne Fringe democratises the arts. Our vision is cultural democracy – empowering anyone to realise their right to creative expression. We support the development and presentation of artworks by, with and for Melbourne's people, running the annual Melbourne Fringe Festival, the year-round venue Fringe Common Rooms at Trades Hall, and a range of

arts sector leadership programs. We believe that access to the arts and creative expression are fundamental rights of our citizenship and vital to a creative, healthy, cohesive society.

## **ORGANISATIONAL CULTURE**

Melbourne Fringe is a forward-thinking, creative and inclusive organisation. Our thinking is out of the box, our work ethic is strong, and we don't let our limited resources stop us from making seemingly impossible things happen. We ensure that our workplace is characterised by big-picture thinking, optimism and playfulness. We strive for continual improvement in all aspects of our work.

We have a reputation as a caring, energetic, fast paced workplace that values our people, their mental health and what they have for lunch as key priorities.

We believe that great work is made by people who enjoy what they do.

## **OUR COMMITMENT TO EQUITY**

We work on the lands of the Kulin Nation and we pay deep respects to the Elders of these lands. We acknowledge that there is a deep and rich history of storytelling and culture that has been occurring on these unceded lands for many thousands of years.

Melbourne Fringe has a deep commitment to cultural equity, and we strongly encourage applications from people who identify as First Nations, Deaf, disabled, people of colour, transgender and gender-diverse people, and women. We are a safe place for LGBTQIA+ peoples, and we ensure Melbourne Fringe is a place which celebrate people's differences. We work hard to embed equity throughout our organisation, and we strive to create safe and positive working environments for our team. We understand the need for flexible working opportunities, especially for people with caring responsibilities.

If this application format isn't accessible for you, please get in touch and let us know what alternative format would suit you best. Upon engagement, we can work with disabled staff to consider reasonable workplace adjustments to ensure access needs are met. If you have any questions about accessibility, please contact Carly Findlay, Access Advisor, on (03) 9660 9600 or [carly@melbournefringe.com.au](mailto:carly@melbournefringe.com.au).

# Engagement Manager

## KEY RESPONSIBILITIES

### Private Giving

#### Give us your money (please!)

- With support from the Head of Development, roll out the organisation's private giving program including:
  - Researching new prospective donors to introduce to Fringe
  - Organising events and parties to attract new donors and celebrate those we already love
  - Coordinate our regular communications with donors including drafting and distributing our donor updates and effectively tracking communication
  - Analysing data to find donors who might be interested in sending more (monetary) love our way
  - Deliver our comprehensive stewardship plans including preparing updates and project reports, organising meet and greets with artists and finding new ways to engage donors with the projects and programs that they love and support
  - Organise and deliver acknowledgments (thanking people is often the best bit)
  - Roll out fundraising campaigns including our annual end-of-financial year campaign, which includes creating our (slightly) famous fundraising videos, preparing personalised letters, working with the Marketing team to deliver the promotional campaign and updating the website content.
  - Support the Head of Development and the Creative Director & CEO in delivering the major donor program including drafting cases for support and assisting with research and reporting.
- With support from the Head of Development, roll out the organisation's new bequest program including helping us identify people who might be interested in leaving us a gift in their will, preparing and developing proposals, and acknowledging and thanking them.
- Work closely with the Marketing team to ensure that private giving is effectively promoted through all our marketing and comms channels.

### Corporate sponsors

- Support the Head of Development in drafting sponsorship proposals to bring in those sponsorship dollars.
- Supported by the Development Coordinator, manage the delivery of our (in-kind) production and supply partnerships, and nurture those awesome souls.
- Grab a quill come reporting time and prepare end of year sponsorship reports.

### Engagement

- Work with the Marketing team and contribute to the organisational storytelling strategy.
- Manage our Fringe Dwellers program including acquiring new members, coordinating membership benefits and finding strategies to retain our existing members.
- Develop an alumni engagement strategy that encourages people to re-engage with Fringe and strengthen this amazing (and sometimes illustrious) community so that they act as our champions, and advocate for us.

- Work closely with the Marketing team to roll cross promotional plans and other industry outreach.
- Support the Marketing team in contributing to the organisation's audience engagement strategies ensuring best practice in communications with First Nations, Deaf, disabled and our other communities of focus, ensuring diversity is prioritised and ensuring best practice accessibility standards are upheld.

### **Research & Reporting**

- Support the delivery of the organisation's reporting across the year including mid-year updates, annual reports, and end of program reports. Trust us, it's a lot of work to express in one bullet point.
- Support the Head of Development with research and development initiatives relevant to development.
- Prepare and present applications, evaluations and acquittals to sponsors, partners, funders and donors as required.

### **General**

- Manage the Development Coordinator and work in a team with some amazing fundraising professionals who will help you learn the ropes and hone your skills.
- Conduct work according to Fringe's guiding principles of people first and artist focussed, human rights, self-determination and universal access, creativity and playfulness, and ambition, forward thinking and risk-taking.
- Actively contribute to a safe cultural environment for all Melbourne Fringe staff, artists, volunteers, interns, audiences and other stakeholders.
- Demonstrate a commitment to continual improvement and high levels of customer service.
- Engage fully in the Melbourne Fringe Festival, which by the nature of the Festival may mean extended hours and expanded duties during the Festival period (followed by some well-earned days off in lieu).
- Attend where required festivals, events, shows, exhibitions, industry gatherings and philanthropic activities and events throughout the year.
- Undertake a personalised professional development program devised according to the Melbourne Fringe staff development framework.
- Fulfil all legal requirements related by program activities.
- Other duties as agreed with the Head of Marketing/Development.

## **CORE COMPETENCIES**

To succeed in this role, candidates will need to meet these core competencies:

- Passion for the work of Melbourne Fringe and a commitment to cultural equity
- Exceptional relationship management skills
- Excellent communication skills and attention to detail (a classic competency!)
- Resilience and ability to work effectively under pressure
- Sense of humour

# THE FINE PRINT

## **About Role Statements**

We will continue to evolve to meet the changing needs of the arts environment, and so this document is not intended to represent the role performed in perpetuity, but rather is intended to provide an overall view of the role.

## **Inherent Physical Requirements**

The physical requirements of this position are consistent with those of an administration or management role in a major arts organisation. You agree to advise us of any pre-existing injuries or conditions that may arise that might inhibit you in the physical requirements of the position, or any other access needs that you might have.

## **COVID-19**

It is a legal requirement for Melbourne Fringe workers to be fully vaccinated before attending the office or in-person events.

## **Working with Children Check**

The successful applicant will be required to undergo a Working with Children Check as a condition of employment with Melbourne Fringe. We will cover the cost of this check.

## **Workplace**

We currently work remotely two days per week, with three days conducted in-person at our offices at Trades Hall. On remote working days, staff may choose to work from the office or another location, but all meetings will take place online. A stable internet connection with speeds suitable for video calls is essential if working from home.

## **Professional Development**

We are deeply committed to the ongoing professional and personal development of our staff. We create a tailored professional development program for each staff member, using our [11C's of Professional Development](#) framework which includes options for coaching, mentoring, networking, skills development and training. Staff will also have the opportunity to participate in organisation-wide training and development sessions throughout the year.

# APPLICATION PROCESS

Head to <https://melbournefringe.com.au/about/jobs-and-volunteers/> for more information and links to apply, or contact the Melbourne Fringe office on (03) 9660 9600. If you have any access requirements please let us know – we're happy to help.