



OzHarvest I Job Description

Your Position Title:	WA Engagement Manager
You'll Report to:	WA State Manager
Classification :	Full-time
Headcount or Hrs/wk :	38 hours per week
Date :	February 2023

Your Key Relationships

The Engagement Manager is part of the collaborative OzHarvest team, which includes, WA State Manager, WA Cooking for a Cause Coordinator, Impact Team, Head of Impact, Fundraising Lead, Partnerships Lead, Media & Communications Lead, Volunteer Coordinator, Management Team (Including CEO, CFO, Head of Business Services, Head of Operations, Head of People & Culture) and OzHarvest Family Members. You will be an integral part of the WA State team and work with external stakeholders, which includes Corporate Stakeholders, Corporate Participants, service providers, food donors and food recipients.

What we're about

Our purpose is to Nourish our Country. Through food rescue, education, community engagement and innovation. As an organisation we are connected by four key values:

Connected by a Cause: We are a magnet for magnificent people, connected by a common purpose. This mission of ours is contagious. It will take all of us, every day, every way. Our cause comes to life with every single one of us.

Nourish & Grow: We are creating a culture of giving. When we grow ourselves, we grow each other and nourish others. When we nourish others, we ourselves grow. Not just in times of vulnerability, but as we thrive.

Boldly Courageous: We speak and act boldly for the change that needs to happen. We embrace every challenge with optimism, dignity and respect.

With Gratitude: We are grateful. Always. To each other. To the people we serve. To the people who give so generously. For the work we do, and the work to be done.

About the role

To keep our wheels turning and stop good food from going to waste, we need the help of community, corporates, funders and friends of our cause. The WA Engagement Manager is the go to person for local opportunities that can help us deliver our mission and Nourish our Country.

Managing the state revenue budget, the Engagement Manager is responsible for strategizing and executing against fundraising initiatives such as community events, corporate partnerships, corporate engagement and philanthropic opportunities. With knowledge that every \$1 raised = 2 meals for someone in need, the Engagement Manager will open doors to new revenue, actively seek new supports and nurture existing funders.



In addition to generating revenue, the Engagement Manager will be a passionate external ambassador for media and branding opportunities, helping to tell the OzHarvest story.

Your Key Responsibilities

Be a positive and effective team member and bring the OzHarvest values to life:

- Demonstrate each value in every one of your actions and decisions
- Contribute to the successes of your team by supporting your team to be the best they can be
- Communicate honestly and openly at all times

Leading people and teams:

- Recruitment and induction of new employees
- Continuous conversations for the development and growth and management of the team
- Problem solve, provide solutions, advise and support the team
- Communicate openly and motivate the teams
- Help your team be the best they can be at OzHarvest and beyond

Corporate Engagement and Fundraising:

- Develop and implement the corporate strategy for your state in conjunction with the State Manager and National Impact Team
- Ensure Cooking For A Cause program is meeting revenue and profit targets through effective coordination of existing partners, and development of new partners
- Meet, greet, welcome and build deeper relationships with your corporates when they engage with OzHarvest activations. During the engagement cross sell other OzHarvest program opportunities
- Generate new business using existing and potential corporate networks, cold calling and prospecting as directed by the Impact Team and personal leads
- Meet state based annual revenue targets
- Keep abreast of the Corporate Engagement market to identify opportunities and demand
- Work closely with the National fundraising, marketing and volunteer team to identify and create opportunities that will ensure effective, deep and multi-level engagement with corporate supporters, including participation in events, corporate volunteering, regular giving and pro bono support activities
- Ensuring accuracy of data use and entry into CRM (Salesforce)
- Produce appropriate communications materials to support the function of the Corporate Engagement Programs across Western Australia
- Produce an annual engagement plan for supporters to remain engaged with OzHarvest
- Successfully manage the sales process; qualify customer needs and budget, presenting appropriate solutions, negotiating and closing new business
- Ensure that individual aspects of corporate engagement are effectively managed and integrated to deliver extraordinary engagement experiences for our corporates by coordinating with the internal OzHarvest team including Chefs, Warehouse staff, and Volunteers and communicating the corporate client's needs to the team
- Prospecting for additional funding opportunities such as grants and Foundations and executed with support from the State Manager



Communications and Marketing:

- Produce appropriate communications materials to support engagement programs across the state
- Develop proactive communication strategies to help raise awareness and support for OzHarvest in your state
- Provide local PR support for national campaigns
- Be the point of contact for PR for state campaigns
- Engage in speaking and media events in conjunction with the State Manager
- Manage OzHarvest social media accounts including Facebook, Instagram etc

Events:

- Plan, execute and implement minor to major events (from small market stalls and trade events to larger public events)
- Liaise with suppliers to coordinate event services and bookings (eg food and beverage catering, signage, AV, printing, security)
- Develop concise event documents using OzHarvest templates including run sheets, production schedules, briefs, speech notes, event manuals
- Complete general admin tasks related to events in CRMs/Salesforce
- Liaise with HQ to coordinate marketing and collateral stock orders
- Assist with event and campaign budget reconciliation
- Hands on bump in and bump out of events

At OzHarvest we are a small family and all work together to contribute to to ensure we are delivering on our purpose to Nourish our Country. In order to be able to deliver on our purpose:

- There is an expectation that for all major events we, as a family, come together and take on additional responsibilities to deliver a successful event
- We are mindful of delivering the best possible outcomes by maximizing contributions and minimizing costs wherever possible and we do this by:
- Seeking in kind work wherever possible, donations of goods the best possible quotes from suppliers and where possible in-kind support for the work that we do
- Direct any potential financial donor relationships to the fundraising team
- Volunteer out of hours to support our purpose

Personal Specifications

Qualifications

- Bachelor's Degree or higher in Business, Marketing, Communications or equivalent work place experience
- A valid Working With Children Check (WWCC) – or the ability to obtain this
- A valid Police Check – or the ability to obtain this

Skills, Knowledge & Experience

- 5+ years of sales/marketing and account management experience
- Experience in delivering client-focused solutions based on customer needs
- Hands on experience in sales and the ability to deliver excellent customer experiences
- Results-orientated team player
- Demonstrated project management and problem resolution skills
- Strategic approach to researching, generating leads, cold calling and following sales processes



- Knowledge of CRM software and MS Office (Salesforce and MS Excel in particular)

Personal Abilities and Aptitudes

- Energetic, positive and proactive; Action orientated with a drive for achieving revenue targets and growth
- High energy and enthusiasm that can be felt through the phone
- You love and are energised by people, and are genuinely passionate about understanding their needs and making a difference
- A natural relationship builder and leader with integrity, reliability, maturity, initiative and passion
- Excellent communication, presentation and influencing credibility and effective at all levels of the organization, including executive level
- Exceptional ability to persuade people to make purchasing decision
- Ability to sense good business deals and seal them.
- Must be able to negotiate and problem solve.
- Strong communications skills and the ability to build relationships with both internal and external stakeholders
- Proven ability to manage multiple projects at a time while paying strict attention to detail
You're always looking to improve processes to achieve efficiencies

Employee Acknowledgement

I acknowledge that I have read and understand the above Job Description and agree to carry out all duties as described to the performance standards required, adhering to the policies listed below.

Employees Name: _____

Signature: _____ **Date:** _____