



## OzHarvest I Job Description

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| <b>Your Position Title:</b>  | Engagement & Culture Lead – Northern NSW |
| <b>You'll Report to:</b>     | NSW Engagement Manager                   |
| <b>Classification :</b>      | Full-time                                |
| <b>Headcount or Hrs/wk :</b> | 38 hours per week                        |
| <b>Date :</b>                | October 2023                             |

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| <b>Your Key Relationships</b>  |
| The Engagement & Culture Lead (Northern NSW) is part of the collaborative OzHarvest team, which includes the NSW team, National Impact and the P&C team and volunteers. You will be an integral part of the Northern NSW team and work with external stakeholders, which includes corporate stakeholders, corporate participants and service providers |

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| <b>What we're about</b>   |
| <p>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:</p> <p><b>Connected by a Cause:</b> 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.</p> <p><b>Nourish &amp; Grow:</b> 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.</p> <p><b>Boldly Courageous:</b> We speak and act boldly for the change that needs to happen. We embrace every challenge with optimism, dignity and respect.</p> <p><b>With Gratitude:</b> 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.</p> |

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| <b>About the role</b>   |
| <p>This role is responsible for executing against fundraising initiatives such as corporate partnerships, corporate engagement, philanthropic opportunities/high net worth individuals and community events. With knowledge that every \$1 raised = 2 meals for someone in need, The Engagement &amp; Culture Lead (Northern NSW) will open doors to new revenue, actively seek new supporters and nurture existing funders in the Central Coast, Newcastle, Port Macquarie and Coffs Harbour.</p> <p>In addition to generating revenue, This role will also lead the local teams in cultivating and maintaining the culture of OzHarvest, ensuring that our values and purpose are lived every day. The Engagement &amp; Culture Lead (Northern NSW) will be a passionate external ambassador for media and branding opportunities, helping to tell the OzHarvest story.</p> |



## 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 teams and cultivating a positive culture :*

- Motivate & inspire the local team, providing connection to purpose & the broader organisation
- Role model and expect the behaviours that result in a positive and inclusive culture
- Help the team be the best they can be at OzHarvest and beyond
- Recruitment, induction and performance management when needed

*Corporate Engagement and Fundraising (80%)*

- Be the public face of OzHarvest in Newcastle
- Present an image that mirrors that of the rest of OzHarvest (purposeful, professional, responsive, and passionate)
- Collaborate with the NSW Engagement Manager and the Impact team to establish a business development plan that will lead to growth in the fundraising pipeline
- Cultivate and nurture strong day to day relationships with existing corporate partners
- Consult and develop prospects for potential new financial donors and clients through researching and networking
- Gather and respond to feedback in a variety of styles to persuade or negotiate effectively
- Create new and exciting events and fundraising initiatives
- 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
- Plan and execute local events in collaboration with the volunteer coordinator
- Collaborate with the NSW Engagement Manager to establish a local community engagement plan that will lead to growth in the community fundraising pipeline
- Establish and grow new and existing Newcastle engagement activities (corporate and community) including Cooking for a Cause.
- Prospecting for additional funding opportunities such as grants and Foundations and executed with support from the NSW Engagement Manager
- Ensuring accuracy of data use and entry into CRM (Salesforce)
- Aid and support NSW corporate partnership initiatives when required

*Leading Culture 20%:*

- Meeting regularly with P&C to cover any internal communications and feedback required for the local team
- Drive and encourage a culture of outstanding customer service including the recipients of our food, as well as the food donors on whom we are heavily reliant for our business model



- Foster education engagement and impact (e.g., NEST, Nourish, FEAST) in conjunction with the Education Coordinators
- Support recruitment and onboarding processes for new team members
- Positively engaging with the OzHarvest team on communications and recognition (via slack and teams)
- Organising and attending OzHarvest team internal events and celebrations
- Maintaining positive internal team culture in a fun and connected way
- Provide local PR support for state and national campaigns
- Engage in speaking and media events in conjunction with the NSW Engagement Manager

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**

- Minimum 5 years in a business development, marketing, or fundraising role
- Understanding or existing knowledge of Greater Hunter Community and Corporate landscape
- 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:** \_\_\_\_\_