



Nourishing Our Country

## OZHARVEST | JOB DESCRIPTION

<b>Your Position title:</b>	Engagement Manager (Marketing Specialist)
<b>You'll report to:</b>	State Manager
<b>Classification</b>	Full-time
<b>Headcount or hours/wk:</b>	38 hours per week

### Your key relationships

The Engagement Manager is part of the collaborative OzHarvest team, which includes Engagement Coordinator, State Manager, 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 Queensland 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're 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

The Engagement Manager's role is to acquire, establish and nurture connections with new and existing external corporates in Queensland and act as a key point of contact for the corporate stakeholders. The role also entails taking responsibility and overseeing all aspects of the Engagement Coordinator's day to day work, as well as administering Cooking For A Cause (CFAC) in line with revenue and profit targets, drafting proposals and managing corporate engagement relationships for OzHarvest.



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## 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 mates 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 Queensland in conjunction with the Queensland State Manager and 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 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 Queensland
- 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 Queensland State Manager



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### *Communications and Marketing:*

- Produce appropriate communications materials to support engagement programs across Queensland
- Develop proactive communication strategies to help raise awareness and support for OzHarvest in Queensland
- Provide local PR support for national campaigns
- Be the point of contact for PR for Queensland campaigns
- Engage in speaking and media events in conjunction with Queensland State Manager
- Manage OzHarvest social media accounts including Facebook, Instagram, Twitter 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 servicers 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 there are fabulous opportunities for each of us to work together to contribute to deliver on our purpose to Nourish our Country. These could include a range of reasonable additional duties from time to time as required.

## **Personal Specifications**

### **Qualifications**

- Bachelor's Degree or higher in Business, Marketing, Communications or equivalent workplace experience
- A valid Working With Children Check (WWCC) – or the ability to obtain this
- A valid Police Check – or the ability to obtain this
- Current Covid 19 Vaccination Certificate (definitely)

### **Skills, Knowledge & Experience**

- 5+ years of sales and account management experience
- Strong focus on funding diversification
- Experience in Fundraising (Corporate & Private) including grants, donations, bequests, Trusts, Foundations, and 6-figure funding negotiations
- Knowledge of CRM software and MS Office (Salesforce and MS Excel in particular)
- Proven ability to prospect opportunities, generating leads and building on existing pipelines
- Hands on experience in delivering client-focused solutions based on customer needs

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- Results-orientated team player
- Demonstrated project management and problem resolution skills

#### **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:** \_\_\_\_\_