

# Position Description

**Very Special Kids believes that all children and young people have the right to quality of life, no matter how long or short their life may be.**

Position Title:	Fundraising Events Specialist
Classification:	FTE 1.0 (Full time)
Enterprise Agreement:	Individual Contract
Location:	321 Glenferrie Road Malvern
Department:	Fundraising & Marketing Team
No. Direct Reports:	3
Reporting To:	Fundraising Manager
Job Purpose:	The Fundraising Events Specialist is responsible for the development, implementation, and evaluation of fundraising events to grow income, increase engagement and raise awareness of all signature and peer-to-peer events, including 24-Hour Treadmill Challenge, A Very Special Ride, Footy Finals Fever, A Very Special Ladies Lunch and A Very Special Golf Day and the Piggy Bank Appeal (PBA).
Skills & Experience:	<p><b>Qualifications &amp; experience</b></p> <ul style="list-style-type: none"> <li>• 7+ years of experience fundraising, event management, and / or nonprofit development.</li> <li>• Degree qualifications in Business, Marketing, Fundraising, or a related discipline is desirable.</li> <li>• Proven track record in achieving sales / fundraising income targets.</li> <li>• Experience managing teams and leading cross-functional projects.</li> <li>• Experience in managing relationships with key internal and external stakeholders.</li> <li>• Proficiency in fundraising CRM with knowledge of integration of fundraising platforms is highly desirable.</li> <li>• Project management experience</li> </ul> <p><b>Additional Requirements</b> WWCC, Police Check</p> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Proven ability to manage multiple events simultaneously, ensuring high-quality delivery across all stages of planning and execution</li> </ul>

	<ul style="list-style-type: none"> <li>• Previous experience in leading and developing high performing teams.</li> <li>• Solid stakeholder relationship management, change management, conflict resolution, negotiation.</li> <li>• Demonstrated success in developing and executing events including digital promotion and engagement.</li> <li>• Ability to work in a fast paced and challenging work environment.</li> <li>• Sound knowledge of fundraising legislation, practices, and philosophies of charitable giving.</li> <li>• Advanced proficiency in Word, Excel and PowerPoint.</li> <li>• Passion for the mission of Very Special Kids and empathy for families facing life-limiting conditions.</li> </ul> <p><b>Personal Attributes</b></p> <ul style="list-style-type: none"> <li>• Excellent interpersonal and communication skills, both written and verbal.</li> <li>• Ability to work well under pressure and be flexible to changing priorities and environment.</li> <li>• Growth mindset with the ability to actively listen, process feedback, reflect, learn and help others learn.</li> <li>• Authentic and visible leadership style that engenders trust and motivates behaviours that will help deliver our strategic goals.</li> <li>• Demonstrated high levels of initiative and self-actualisation.</li> <li>• Strong values connection with the Very Special Kids values and genuine empathetic regard for people.</li> <li>• Capacity to work after hours and on weekends.</li> <li>• A compassionate and socially minded individual who understands and respects the purpose and vision of Very Special Kids and the challenges associated with working within the not-for-profit sector.</li> </ul>
Summary of Key Responsibilities:	<p><b>Fundraising Events Strategy</b></p> <ul style="list-style-type: none"> <li>• Develop and implement the events strategy to deliver income, participation and engagement.</li> <li>• Lead the planning, coordination, and execution of all signature and peer-to-peer fundraising events, including the 24-Hour Treadmill Challenge, A Very Special Ride, Footy Finals Fever, A Very Special Ladies Lunch, and A Very Special Golf Day.</li> <li>• Oversee the development and annual planning of the Piggy Bank Appeal, ensuring alignment with organisational fundraising goals and community engagement objectives.</li> <li>• Oversee acquisition strategy and secure event sales, to grow attendance and long-term sustainability of each event.</li> <li>• Source auction items, incentives and raffle prizes etc to drive fundraising income at events.</li> <li>• Collaborate with the Corporate Partnerships Specialist to secure and retain event sponsors.</li> <li>• Ensure integrated marketing and fundraising plans are developed for each event to drive participation, engagement and income.</li> <li>• Identify and implement growth opportunities innovative approaches to grow event income, improve supporter experience, and maximise net return of each event and PBA.</li> </ul>

### **Event Operations and Delivery**

- Manage and deliver the end-to-end event operations and logistics to ensure seamless delivery of the event experience, including event plans, venue sourcing, supplier management, permits, risk assessments, and run sheets.
- Ensure all operational elements are delivered on time and within budget, including AV, food and beverage, merchandise, signage, and volunteer coordination.
- Manage relationships with external suppliers, negotiating quotes and ensuring value through pro bono or in-kind support where possible.
- Liaise with speakers, talent, VSK staff, and community stakeholders.
- Ensure contingency planning and risk management processes are in place for all events.
- Lead on-the-day event execution, including bump in, team briefings, troubleshooting, and post-event pack down.

### **Stakeholder Engagement**

- Oversee and support event organising committees, empowering members to contribute to event design, promotion, and income generation.
- Steward key event supporters, including key event corporates, high net worth guests, sponsors, and GIK suppliers, ensuring appropriate recognition and ongoing engagement.
- Implement supporter and participant journeys to improve retention, engagement, and lifetime value.

### **Data & Systems Optimisation**

- Maintain accurate records of event participants, sponsors, and performance in Salesforce.
- Create and manage real-time dashboards and reports to track income, expenses, and ROI.
- Collaborate with CRM and data teams to ensure accurate segmentation, targeting, and campaign tracking.
- Drive continuous improvement in systems and processes to enhance campaign execution and donor insights.
- Manage month-end reporting and forecasting for the event portfolio.

### **Team Management**

- Lead and support the Fundraising Events team, fostering a collaborative, high-performance culture.
- Provide coaching and development to team members, with a focus on building fundraising capability and data-driven decision-making.
- Manage performance, set clear goals, and support professional growth.

## Quality, Safety, and Improvement

Very Special Kids employees have a responsibility and accountability to contribute to the organisation's commitment to Quality, Safety, and Improvement by:

- Acting in accordance and complying with all relevant Safety and Quality policies and procedures
- Actively participating in team meetings, staff forums and other sessions relevant to the role, and as required
- Supporting an inclusive environment where all individuals are treated fairly, with respect and receive the same opportunities
- Identifying risks, reporting, and being actively involved in risk mitigation strategies
- Participating in and actively contributing to quality improvement programs
- Complying with the requirements of the National Safety & Quality Health Service Standards
- Complying with all relevant clinical and/or competency standards
- Complying with the principles of Patient and Family Centred Care that relate to this position
- Complying with the principles of Child Safe Standards that relate to this position
- Leading and providing supervision of volunteers directly involved in your work

***Privacy Statement: Personal Information may be collected and stored for the purpose of recruitment and selection. The information will only be used and disclosed for the primary purpose of its collection. Some exceptions exist. These may be obtained from the Privacy Officer.***

Approvals:	
Created by:	General Manager Fundraising and Marketing
Approved by:	General Manager People and Culture
Date of Last update:	18 July 2025