

POSITION DESCRIPTION: ENGAGEMENT OFFICER



DETAILS			
Position Title:	Engagement Officer	Location:	7 Lydiard St Sth Ballarat
Position Type:	Part Time	Hours per week:	0.6TE-0.8FTE (negotiable)
Reports To:	Engagement Manager		
BACKGROUND INFORMATION			
Ballarat Foundation is a DGR1 status, not for profit institution which has been serving the Ballarat community for more than 40 years through its entities – Ballarat Foundation United Way Inc; Ballarat Foundation Charitable Fund Ltd and Ballarat Foundation Trust. Vision Enabling giving to build thriving communities free from disadvantage in the Ballarat region. Mission The Ballarat Foundation inspires positive community change by supporting programs and enabling solutions which reduce disadvantage and encourage connection, cohesion and prosperity.			
KEY FUNCTION			
The Engagement Officer is responsible for supporting proactive engagement, stewardship and philanthropic growth across the Ballarat Foundation. This role focuses on building and maintaining strong relationships with donors, fundholders, corporate partners and community stakeholders through strategic outreach, responsive engagement and high-quality relationship management. Management of external-facing digital platforms, social media and communications is central to the focus of the Engagement Officer.			
KEY RESPONSIBILITIES			
PRIMARY			
1. ENGAGEMENT IMPLEMENTATION Typical duties include: Support implementation of a whole-of-organisation engagement strategy that identifies objectives, approaches and communication channels for each stakeholder group, including: - Existing and potential funders, including regular and one-off donors, sub fund representatives, corporate supporters, professional advisors and government. - Community organisations and grant recipients - Volunteers, ambassadors, board directors, program participants and tenants - General community			
2. COMMUNICATIONS AND CONTENT Typical duties include: Devise and produce content which supports the Ballarat Foundation’s brand, marketing, impact and donor objectives.			
3. ASSET AND CONTENT CREATION Typical duties include: - Create engaging written, visual and digital content for the Foundation's campaigns, programs, events and fundraising activities. - Develop creative assets including social media graphics, digital advertisements, EDMs, campaign tiles, presentations, flyers, invitations and promotional materials. - Coordinate the production of photography, video and other visual content, including briefing photographers, videographers and other creative suppliers where required.			

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- Repurpose existing content and stories across multiple channels and formats to maximise reach and engagement.
- Ensure all content and creative assets are consistent with the Foundation's brand, tone of voice and visual identity.
- Maintain an organised library of approved photography, video, templates, logos and other digital assets.

STORIES AND IMPACT CONTENT

Typical duties include:

- Identify compelling community, donor, volunteer, program and impact stories for use across Foundation communications.
- Work with program and philanthropy teams to develop stories, case studies, testimonials and profiles.
- Conduct interviews with community members, grant recipients, donors, volunteers and other stakeholders to capture stories and experiences.

SOCIAL AND DIGITAL MEDIA CAMPAIGNS

Typical duties include:

- Develop and schedule social media content across the Foundation's channels in accordance with the annual content and campaign calendar.
- Support the delivery of social media campaigns for fundraising appeals, events, programs, grant rounds and other Foundation initiatives.
- Create platform-appropriate content including posts, reels, stories, videos, graphics and other digital formats.
- Monitor social media engagement and identify opportunities to increase reach, participation and audience engagement.
- Support the development of paid and organic digital campaigns, including coordinating creative assets and campaign content.
- Monitor and report on basic digital and social media performance metrics.

WEBSITE, EDM and PUBLICATIONS

Typical duties include:

- Create and update website content, including program, campaign, event and news pages.
- Develop and distribute electronic newsletters and targeted email communications.
- Assist with the production of annual reports, donor communications, prospectuses, impact reports and other Foundation publications.
- Proofread and edit communications to ensure accuracy, consistency and alignment with Foundation messaging.

CAMPAIGN AND EVENT SUPPORT

Typical duties include:

- Support the development and delivery of creative content for Ballarat Winter Appeal, Christmas Appeal, Ballarat Women's Fund, Great Women of Ballarat, Dancing with our Stars and other Foundation campaigns and events.
- Develop promotional materials and social media content to support event registrations, fundraising and audience engagement.
- Capture content at Foundation events and activities for use across social media, newsletters, websites and other communications.
- Coordinate content deadlines and approvals across internal teams and external suppliers.

SECONDARY

1. REPORTING –

Typical Duties:

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a) Provide regular and timely reports to Manager and CEO
2. WELLBEING, RISK AND COMPLIANCE
b) Take responsibility for the safety and wellbeing of self, colleagues, volunteers, clients, visitors and contractors
a) Confirm that appropriate procedures, guidelines and controls in relation to area of work are in place.
c) Comply with all applicable legislation, policies, procedures and guidelines relating to governance, human resources, occupational health and safety, privacy and ethical standards and childsafe organisation standards
d) Address breaches and complaints in a timely and responsible manner in line with organisational policy and values

KEY RELATIONSHIPS

INTERNAL	Directors, CEO, Community Impact Manager, staff
EXTERNAL	Donors, corporate associates, philanthropic funders

KEY SELECTION CRITERIA - QUALIFICATIONS AND SKILLS

COMPONENT	ESSENTIAL	ADVANTAGEOUS
Qualification Level		Tertiary qualifications in communications, stakeholder engagement or related discipline or equivalent experience.
Prior Experience	- Demonstrated work experience in roles requiring relationship building and maintenance - Demonstrated experience in implementing communications and engagement strategies	Experience in community services or the not-for-profit sector.
Skills & Abilities	- Superior oral and written, interpersonal, client relationship management and conflict resolution skills. - High standard of competency in all Microsoft Office and related applications.	
Attributes	- Effective and influential communicator - Ability to work cooperatively and flexibly to fulfil business outcomes - Commitment to the organisation's vision and mission - Extremely well organised and thrives under pressure - The desire to work in a fast-paced environment with a positive attitude. - Proactive and self-managing - An understanding of WHS principles in the workplace and a capacity to work safely within these principles.	

PERFORMANCE FACTORS

An ongoing performance management process will see the collaborative development of relevant KPIs and goals for this position. The Engagement Officer is likely to be assessed in the following areas:

- Growth in annual donations
- Increase in audience engagement across digital platforms
- Effective participation in driving outcomes across other event and fundraising activities

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- Contribution to organisation wide strategic priority outcome delivery
- Successful compliance with policy, procedures and legislative requirements

WORK ENVIRONMENT

- This position is based in the Ballarat office of the Ballarat Foundation
- Flexible working arrangements, including working from home will be considered
- This small organisation has a fluid working environment that requires flexibility and ability to self-manage workloads.

This position description is not exhaustive. The incumbent may be expected to undertake other relevant activities and responsibilities following discussion and agreement.

CEO Approval		Date	
Employee Acknowledgement		Date	