

Position Description

Position Title: Advocacy and Fundraising Advisor
Position Status: Full time (1-year contract)
Reports To: Director, Communications
Location: 95 Drummond Street, Carlton, VIC. 3053

Summary

Penington Institute actively supports the adoption of approaches to drug use which promote safety and human dignity. Primary activities include thought leadership, policy contribution to governments, advocacy and campaigning, workforce development, drug education and training, and research and analysis.

The Advocacy and Fundraising Advisor leads the organisation's fundraising strategy, while at the same time contributes to a range of marketing communications activities that support Penington Institute's engagement with stakeholders. She/he is responsible for developing new initiatives which grow Penington Institute's income from the public, philanthropic and corporate sectors by improving our brand awareness and profile. The Advocacy and Fundraising Advisor will lead and coordinate Penington Institute's flagship campaigns, including International Overdose Awareness Day and Ending Overdose.

By combining fundraising and advocacy campaigns to support the Penington Institute brand and awareness among key audiences, the organisation can continue to deliver better health outcomes for people who use drugs and the broader Australian community.

We are seeking someone who is passionate, creative and looking to make their mark in this important aspect of public health. You should be confident, hands-on and willing to make a real difference.

About Penington Institute

Penington Institute is an independent not-for-profit organisation. Our purpose is framed by our knowledge that we need to look at more effective, cost-efficient and compassionate ways to prevent and respond to problematic drug use in our community. Penington Institute advances health and community safety by connecting substance use research to practical action.

Our activities:

- **Enhance awareness** of the health, social and economic drivers of drug-related harm.
- **Promote rational, integrated approaches** to reduce the burden of death, disease and social problems related to problematic substance use.
- **Build and share knowledge to empower** individuals, families and the community to take charge of substance use issues.
- **Better equip front-line workers** to respond effectively to the needs of those with problematic drug use.

Penington Institute acknowledges the importance of individual responsibility in relation to substance use, as well as the role of government and community to address the risks that contribute to problematic use of licit and illicit drugs and alcohol.

Our approach

Penington Institute collaborates with a broad range of sectors and organisations to identify and respond to specific substance use problems and their causes. With our outreach to the front-line we are well-placed to know and understand the realities of how drugs impact on communities. We add our front-line knowledge and experience to our analysis of the evidence to help support practical research and policy and the development of support services and public health campaigns.

Our strong, diverse networks provide an excellent platform for building support for effective initiatives.

Our values

- **Productivity:** We support actions that deliver the best health, social and economic returns.
- **Integrity:** Drug use is a complex issue. We advocate fair, evidence-based systems that improve the health and wellbeing of individuals, families and communities.
- **Compassion:** We do not condone drug use, but work to protect people from drug-related harm when at their most vulnerable. Feasible and accessible options are needed to help reduce the risks associated with the use of different types of drugs, including pharmaceuticals alcohol and nicotine.
- **Persistence:** We believe that responding to drug use requires innovation and evaluation of a combination of approaches. There is no simple solution but by persisting, we will make a positive difference.
- **Empowerment:** Tackling drug problems is a shared responsibility. We acknowledge individual responsibility tempered with government and community support in order to generate positive change.

Duties

Reporting to the Director, Communications, the key responsibilities of the position are to:

- Develop and deliver an annual philanthropic and fundraising strategic plan that meets the resourcing priorities of the organisation, including International Overdose Awareness Day; Ending Overdose Australia; and Australia's Annual Overdose Report, and identify and respond to opportunities for funding from the corporate, philanthropic and community sectors.
- Develop a calendar for the organisation's fundraising and events activities and manage the successful delivery of these objectives and targets.
- Monitor the overall effectiveness and impact of Penington Institute's fundraising and communication strategies and provide regular reports to the senior management team and Board.
- Lead in delivering marketing communications activities to support International Overdose Awareness Day, Australia's Annual Overdose Report and Ending Overdose campaigns.
- Contribute to developing the annual communications plan with the Senior Management Team, coordinating fundraising activities with events, seminars and launches.
- In collaboration with the communications and media team, contribute to Penington Institute's public profile through the strategic use of media relations, marketing and communication activities.
- Provide guidance and support to ensure communications are coherent and consistent with the brand and key messaging.
- Research and write content for our publications (including Anex Bulletin), website and electronic direct mail.
- Assist with media briefings and press release writing as required.

Other projects

- Contribute to other projects as required.

Selection Criteria

Applicants should have:

- A relevant tertiary qualification or demonstrated equivalent competency in communications;
- Experience in fundraising.
- Experience in developing marketing communications strategies, especially in support of advocacy campaigns.
- Proven ability to identify new opportunities and develop proposals to secure funding in an Australian context.
- Proven ability to deliver successful outcomes from grant or tender writing, in addition to other fundraising strategies.
- Excellent ability to manage relationships and communicate verbally and in writing with a diverse range of stakeholders and for a variety of purposes.
- Knowledge of managing stakeholder data (CRM).
- An understanding of finance, analysis and reporting to stakeholders.
- Ability to work independently to manage multiple projects successfully and adhere to tight deadlines.
- Excellent written and verbal communication skills and high-level consultation and negotiation skills.
- A track record as a strategic thinker
- Excellent planning and organisational skills and demonstrated ability to set priorities and meet deadlines;
- Ability to work with a high degree of autonomy and initiative in a complex and confidential environment.

Other Criteria

Teamwork

- Demonstrated ability to work collaboratively with colleagues as an active member of a team.
- Demonstrated high level interpersonal, communication, liaison and organisational skills to be applied across a range of differing cultural environments and diverse communities and organisations.
- Able to participate and contribute to continuous improvement in a diverse and multidisciplinary team's functioning in a cooperative and collaborative manner.

Builds and Utilises Stakeholder Relationships

- Build networks within the wider community, sourcing and developing potential contacts relevant to the position and Penington Institute.
- Maintains strong, positive relationships both internally and externally
- Finds innovative solutions to resolve issues.
- Builds trust through consistent actions, values and communication.
- Keeps stakeholders up to date with issues and developments escalating stakeholder issues as appropriate.

Further Information

Please contact David Rose for further information on this position by calling 03 9650 0699