

SYDNEY DOGS & CATS HOME

 PO BOX 4105, KOGARAH BAY NSW 2217
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 SYDNEYDOGSANDCATSHOME.ORG
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ABN: 16 943 464 585
CFN: 16738

Sydney Dogs & Cats Home is currently on the search for an Events & Community Engagement Executive to join our Fundraising & Marketing team in the new financial year.

Position Vacant- Events & Community Engagement Executive

Applications Open: Monday 10th May 2021

Applications Close: Sunday 30th May 2021

This is a newly created coordinator level position description, designed to support the organisation's existing Fundraising & Marketing team. This small and collaborative team works in a fast-paced environment delivering all day-to-day and upcoming capital campaign fundraising and marketing responsibilities. The Events & Community Engagement Executive will support this team to develop and deliver all organisational marketing assets, communication plans, public relations strategies, fundraising activities, and all events both internally and externally with a focus on increasing brand awareness, fundraising revenue and stakeholder engagement with all staff, volunteers, members, adopters, donors, ambassadors, sponsors, corporate partners, media outlets, animal welfare organisations, community groups and all other relevant and related peak bodies.

We are looking for a communications professional who:

- Has 3 – 5 years' experience, with a high level of competency in all aspects of fundraising and marketing including event coordination and the promotion and delivery of community engagement activities.
- Has relevant tertiary qualifications.
- Is compassionate and dedicated to achieving the best outcomes for companion animals and their people.
- Is comfortable with working both autonomously and collaboratively.

What we are offering:

- The role will be up to 38 hours per week - full time or part time will be considered.
- The role will be flexible and include a mix of work from home and on-site hours.
- A chance to work with a respected and dedicated charity that you can be proud to be a part of.
- Remuneration commensurate with qualifications and experience.

How to apply:

Find more information and download the position description [here](#). To apply, please send a cover letter and CV to Rebecca Beare, Head of Fundraising and Marketing at rebecca@sydneydogsandcatshome.org. We look forward to hearing from you soon!

WOOF. MEOW.



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Position Description: Events & Community Engagement Executive

Responsible for: Assist with the development and implementation of Sydney Dogs & Cats Home marketing and fundraising programs with a focus on events and community engagement activities.

Reports to: Head of Fundraising and Marketing

Works closely with: Digital Media & Fundraising Executive

Supervises: N/A

Main activities:

- Coordinate all events including awareness, fundraising and corporate events (example: Gala Ball, Bark in The Park, Corporate Snuggle Program, Fun runs, Cup Cake Days)
- Coordinate all physical & digital training to volunteers to deliver events.
- Coordinate all community engagement with corporate, commercial and community partners.
- Coordinate all engagement with and grow Celebrity Ambassadors and influencers partnerships.
- Assist with the coordination of all CRM contact data, segmented lists.
- Coordinate content creation including event and community engagement campaign assets.
- Assist with the development of all copy writing, including social media, EDM content and media releases.

Key Skills

Internal contacts: Head of Fundraising & Marketing, Digital Media & Fundraising Executive, General Manager, function team managers, staff members, volunteers, members, board members

External contacts: Donors, volunteers, corporate partners and agencies, media, SDCH ambassadors

Typical Experience: > 3-5 years in similar marketing and fundraising roles

Key job tasks of this role

1. Marketing & Communication
 - Ensure brand guidelines are adhered to and all communications utilise the Sydney Dogs & Cats Home 'voice'.
 - Assist in developing and implementing an annual marketing calendar which integrates fundraising activities. The calendar will need to be flexible and adaptable in order to cater to the ever-changing requirements of SDCH.

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- Monitor and analyse event, digital and social analytics with a view to improving efficiencies and ROI.
 - Development and delivery of impactful and engaging content (e.g. video, images, graphics) across print and digital platforms
 - Deliver appropriate marketing support for key partners (e.g. PET stock, Hills, etc.)
 - Collaborate with key stakeholders (e.g. Animal Care and Vet Teams) to ensure their work is receiving appropriate levels of marketing support.
 - Look for opportunities to gain positive media coverage for Sydney Dogs & Cats Home
2. Fundraising
 - Implement activities to generate community engagement.
 - Develop and implement event plans.
 - Develop and implement fundraising initiatives for all events.
 3. Development
 - Keep abreast of current and emerging trends in events, community engagement and marketing and fundraising.

About Sydney Dogs & Cats Home

Sydney Dogs & Cats Home is Sydney's only charity pound and community facility. The Home has been taking care of Sydney's lost, abandoned and neglected pets since 1946. We open our doors to up to thousands of pets each year, servicing multiple council areas across Sydney.

We aim to provide shelter, food and veterinary care to lost, homeless and abandoned animals, primarily dogs and cats, in association with the local councils of Sydney. We act under the [NSW Companion Animals Act 1998](#) and the associated [Companion Animals Regulations and Codes of Practice](#) and care for pets until a time when such animals can either be reunited with their owners or found a new, suitable home. We support the [Getting to Zero](#) movement, which means we strive to rehome every healthy and treatable animal that comes through our doors, and we never place a time limit on any animal awaiting adoption. We also deliver a range of successful mental health-focused [community programs](#), creating a lifeline to both the animals we care for and those in the community who need it most

Our vision is to be Australia's leading shelter for companion animals by improving the lives of our animals and people. Our mission is to responsibly reunite, rehome and rehabilitate companion animals in our care, whilst providing the highest level of service to the wider community. Our objectives:

- (1) promote the welfare of animals by providing the relief of sickness, suffering, distress, misfortune and homelessness;
- (2) to achieve zero euthanasia of all healthy and treatable cats and dogs, and
- (3) engage in community-based services that benefit both the animals in our care and disadvantaged members of our community.

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