



Marketing & Fundraising Office Bearer Position Description

Position Title: Marketing and Fundraising Office Bearer

Reporting to: Direct: Board & CEO
Indirect: ACNC
Donors

Term: 2 years

Hours: 5 hours a month

About Shine Cambodia

Shine provides the community of Otres, Cambodia with the resources and support needed to break free from the poverty cycle. Programs include supplementary education, health and wellbeing, family support and social care. Shine provides volunteer opportunities and experience to young people in Melbourne. Through Shine, young people can acquire and hone the skills to work with a not-for-profit charity, whilst experiencing the joy of altruism.

Our Mission

To create change through education and community support.
To empower Cambodian people to end the poverty cycle they are in.
For young people to become leaders in social change.

Our Vision

Cambodian people living free from extreme poverty.
Cambodian people having equal opportunities.
Cambodian people being independent and self-sufficient.
A world where young people are connected and invested in global change.

Our Values

Education: is a human right and should be accessible to everyone, no matter where you are born. It is unparalleled in its role in breaking the poverty cycle. Shine believes in providing opportunities for life-long learning for all the children in Otres.

Wellbeing: a healthy body and mind is very important for growth, learning and for a child to reach their full potential.

Community: we are committed to listening to and empowering communities. Shine values the voices of everyone in their community.

Sustainability and Independence: The model we are developing enables communities to be self-sustaining and have agency over their own lives.



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Position Summary

The Marketing and Fundraising Board Officer is a key member of the Shine board, bringing skills, experience, commitment and passion to enhance, develop and add value to Shine Cambodia's marketing and fundraising activities. As a key role, you will work with the board and CEO to ensure that there is adequate fundraising and marketing resources for Shine to achieve its strategic objectives.

Working together with the CEO, Board and fundraising committee, this position will have an important role in guiding the development and delivery of Shine's overall fundraising and marketing strategies and initiatives by:

- Assisting the CEO, board and fundraising committee to identify potential grants or corporate sponsors;
- Providing input into or developing marketing and fundraising plans;
- Providing guidance and support in organisational marketing tasks;
- Making introductions to key marketing contacts;
- Chairing or being a member of the fundraising committee;
- Assisting in organising fundraising events;
- Personally approaching key sponsorship targets;
- Hosting fundraisers;
- Making personal contributions when appropriate;
- Helping to thank sponsors, donors and others supporters where appropriate;
- Laying the groundwork with heads of government, philanthropic foundations and corporations for further support from these sectors.

General Responsibilities

In performing your role, all Shine office bearers holds the following specific responsibilities as detailed in the Shine rules:

- Providing strategic direction to Shine and deciding upon the Shine's strategies and objectives in conjunction with the CEO;
- Monitoring the strategic direction of Shine and the attainment of our strategies and objectives in conjunction with the CEO;
- Monitoring the operational and financial position and performance of Shine generally;
- Driving organisational performance so as to deliver value or benefit;
- Assuring a prudential and ethical base to Shine's conduct and activities having regard to the relevant interests of our stakeholders;
- Assuring the principal risks faced by Shine are identified and overseeing that appropriate control and monitoring systems are in place to manage the impact of these risks;
- Reviewing and approving the Shine's internal compliance and control systems and codes of conduct;

- Assuring that the Shine's financial and other reporting mechanisms are designed to result in adequate, accurate and timely information being provided to the board;
- Appointing and, where appropriate, removing the CEO, monitoring other key executive appointments, and planning for executive succession;
- Overseeing and evaluating the performance of the CEO, and through the CEO, receiving reports on the performance of other senior staff in the context of Shine's strategies and objectives and their attainment;
- Reviewing and approving the CEO's and, in conjunction with the CEO, other senior staff remuneration;
- Approving the Shine's budgets and business plans and monitoring major capital expenditures, acquisitions and divestitures, and capital management generally;
- Ensuring that Shine's financial results are appropriately and accurately reported on in a timely manner in accordance with rules and regulatory requirements;
- Ensuring that the Shine's affairs are conducted with transparency and accountability;
- Overseeing the design, implementation and periodic review of appropriate and effective policies, processes and codes for Shine, which may include with respect to ethics, values, conduct, disclosure of sensitive information, employment, remuneration, diversity and otherwise;
- Ensuring sound board succession planning including strategies to assure the board is comprised of individuals who are able to meet the responsibilities of office holders of Shine;
- Overseeing member and stakeholder engagement, reporting and information flows.

Accountability

- All board office bearers are accountable to the board.

Responsibilities

In practice, the role of all office bearers includes governing, directing and monitoring Shine's business, affairs and operations in two broad areas.

Overall organisational performance - Ensuring Shine develops and implements strategies and supporting policies to enable it to fulfil the objectives set out in the Shine rules. Day to day operations of Shine are delegated to the CEO, who remains accountable to the board for Shine's performance. The board monitors and supports the CEO in an on-going way.

Overall compliance/conformance - Ensuring Shine develops and implements systems, processes and procedures to enable it to comply with its legal, regulatory and industry obligations (complying with the law and adhering to accounting and other industry standards) and ensure Shine's assets and operations are not exposed to undue risks through appropriate risk management.



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External

- Communicating with donors and members on behalf of the board and on matters of corporate governance;
- Increasingly, being available to speak with donors and investors and significant stakeholders.

Expected competencies

- *Strategic expertise* – the ability to set and review strategy through constructive planning, questioning and suggestion;
- *Accounting/ Financial literacy* – the ability to read and comprehend the accounts and the financial material presented to the board, in addition to understanding financial reporting requirements;
- *Legal skill* – the ability to understand and oversee compliance with numerous laws;
- *Managing risk* – experience in risk management and mitigation principles;
- Human resource skills – experience in human resource management;
- *Marketing and communications* – experience in media and marketing;
- *Industry knowledge* – experience in similar organisations or industries;
- *Fundraising experience* – experience in fundraising and donor relationship development.

Attributes

- *Integrity* – meeting fiduciary duties and responsibilities, acting ethically, having appropriate independence, putting Shine’s interests before personal interests.
- *Collaborative team member* – the ability to work collaboratively as a team and collectively with the board and Shine CEO.
- *Effective communicator* – the ability to engage and effectively communicate with all stakeholders.
- *Emotional intelligence* – as well as self-awareness and self-management, the chair needs to be able to motivate and be able to empathetically manage situations where strong emotions are present.
- *Commercial astuteness* – demonstrates good business instinct and acumen.
- *Engaged commitment* – a willing participant with genuine passion for Shine’s cause.
- *Motivation* - to make, and keep up with, the ample time commitment required for the job.