

Relationships Coordinator

June 2021

Reporting to:	Senior Relationships Manager	
Direct Reports:	None	
Status:	Permanent	Full Time <small>We support flexible working. Please talk to us about any preferred arrangements</small>
Salary range:	Commensurate with skills and experience	
Location:	Sydney	

We welcome applications from people with an Aboriginal and/or Torres Strait Islander background.

About the organisation

ReachOut is the most accessed online mental health service for young people and their parents in Australia. Our trusted self-help information, peer-support program and referral tools save lives by helping young people be well and stay well. The information we offer parents makes it easier for them to help their teenagers, too.

We've been championing wider access to mental health support since we launched our online service more than 20 years ago. Everything we create is based on the latest evidence and is designed with experts, and young people or their parents. This is why our service is trusted, relevant and so easy to use.

Accessed by more than 2 million people in Australia each year, ReachOut is a free service that's available anytime and pretty much anywhere.

About the role

The purpose of the role is to help identify and establish new funding partners, across corporates, trusts & foundations and High Net Worth Individuals. A key component of the position is also the expansion of ReachOut's base of community supporters, including DIY fundraisers, and supporting the organisation during key events to steward and nurture relationships with active fundraisers.

You will input into the annual planning process and the business development strategy, as well as actively engaging in prospecting and supporting the conversion of identified prospects into active and ongoing supporters/partners of ReachOut.

You will work with teams across the organisation to gather detailed program information to use to inform funding proposals/applications and reports to funders as needed. You need to be

organised and collaborative with proven relationship management experience, exceptional written and interpersonal communication skills, and possess the ability to juggle multiple priorities.

This role will also support the management and stewardship of existing relationships, taking a professional, strategic and personal approach. As guided by the Senior Relationships Manager, the role will also focus on proactively contacting partners and supporters to grow engagement, retention and revenue.

Your key responsibilities are:

Meeting short term and long term financial objectives by:

- Assisting to identify potential partners and creating a pipeline of prospects
- Play a support role in landing new business/partnerships including assisting in writing proposals, supporting pitches and presentations
- Engaging new supporters, new community groups and new corporate partners in fundraising activities
- Attend events, promote ReachOut and strengthen relationships
- Help identify and secure new relationships (ecosystem & champions) for ReachOut

Sustaining and growing existing relationships by:

- Supporting the development and implementation of a personalised engagement strategy for new and existing relationships to ensure they are kept up to date with ReachOut's research, innovations and achievements
- Development and implementation of digital/direct mail communication to deepen relationship with supporters/partners
- Respond to enquiries and liaise with supporters who have undertaken fundraising events/activities for ReachOut

In order to achieve the above effectively you will:

- Play a role in the achievement of the overall fundraising strategy
- Prepare impact reports as needed
- Use numerous fundraising platforms efficiently to leverage opportunities in external events, and to create portals for internally run campaigns
- Undertake any other task within the scope of the role/function as directed by the Senior Relationships Manager or Director Marketing & Fundraising

You work closely with:

With	Purpose
1. Senior Relationships Manager	The Manager provides ongoing leadership, management and support
2. EAST	Participate as a positive and contributing team member to achieve fundraising goals. Work with marketing to create marketing and communication opportunities with, and for, corporate partners
3. Broader organisation	Profile projects to demonstrate impact

To be successful in the role, you need:

- Proven account or client relationship management experience
- Excellent verbal and written communication skills with the ability to draft reports, proposals and targeted letters
- Excellent presentation design and delivery skills
- Excellent interpersonal skills, with the ability to liaise with both internal and external stakeholders
- Strong self-motivation and initiative
- A professional, confident, positive and constructive manner and approach
- Strong organisation and attention to detail skills
- A commitment to ReachOut's values and behaviours, including working in partnership with young people

We also think it would be useful to have:

- CRM experience (bonus points if it's Salesforce)
- An understanding and interest in social media/digital marketing
- Good computer literacy across a range of programs