Polished Man Campaign Manager

POSITION TYPE
Full-time

REPORT TO
Chief Business Development Officer

The Campaign Manager will be instrumental in leading and being the glue that holds the campaign together. The position will require someone with strong campaign, fundraising and digital marketing experience. You will need to come loaded with your little black book of contacts and networks for both Partnership opportunities and pro bono suppliers/agencies. You will be a data driven fundraiser who uses data and insights to guide strategy and thinking. You will be a strong leader with the ability to articulate a vision and rally people around you. You will need to be prepared to come in and literally hit the ground running!
YGAP AND POLISHED MAN

ygap is an international development not-for-profit with an innovative approach to alleviating poverty. We back innovative impact ventures led by local people in the some of the world’s toughest communities. This is the most effective and sustainable way to tackle poverty; local impact entrepreneurs deeply understand the unique challenges of their communities and are best placed to develop impactful solutions.

Running for the month of October, the Polished Man campaign celebrates the great men (and women) in our society; those who paint a nail, raise funds, raise their voice and actively commit to ending violence against children. Over the last six years, we have raised $6M+, engaged over 95,000 people from around the world to get behind this movement funding both trauma recovery and trauma prevention in Australia and around the world.

GUIDING PRINCIPLES

We have three guiding principles by which we approach our hiring process:

1. We embrace working remotely and flexibly: it is about the quality of work and how best to achieve this.
2. We encourage applicants from all cultures, ethnicities and backgrounds.
3. We have a strong focus on diversity, inclusion, gender equity and gender equality across all our operations.

OUR VALUES

Humility
It’s not about us, it’s about the people we serve

Empathy
We genuinely care about the work we do

Integrity
We work like everyone is watching

Effectiveness
We make decisions and then get things done

Innovative
We challenge assumptions, test new ideas and take smart risks
KEY ROLES AND RESPONSIBILITIES

- Ensuring that the campaign hits revenue targets
- Managing the budget for the campaign
- Building upon the current campaign strategy to reach the target
- Leading key business development initiatives including securing high level corporate and other partners
- Managing the Polished Man team to deliver on individual targets
- Developing and managing the key marketing strategies for the campaign’s success
- Managing key stakeholders critical to the campaign’s success (e.g. PR, ambassadors, media buying, and other agencies)
- Reporting to the CEO & quarterly reporting to the ygap Board (via the CEO)
- Overseeing potential events in relation to the campaign
- Managing the end to end delivery of individual and team kits
- Assisting in the management of Polished Man volunteers and interns

THE KIND OF PERSON WE ARE LOOKING FOR

- 4-5 years experience in working in a similar role or organisation
- You will have experience in campaigning, NFP fundraising (international campaign experience desirable) and digital marketing
- You will have strong experience leading and managing staff and volunteers to achieve bold targets
- You will have a proven ability to create and work within organisational budgets in a highly accountable and professional manner
- You will be a fast learner, and be able to absorb information and new skill-sets
- You will have experience developing strategies and executing them end to end
- You will have strong interpersonal skills and be confident and capable of leading and developing staff, engaging with sponsors, suppliers and partners
- You would have a proven track record of creating wins in fundraising and partnerships
- You will be a clear communicator, able to write professionally and also represent the organisation at events and with the media
- You will love solving complex problems, working hard alongside a team that you lead and not giving up until a mission is achieved.

APPLICATION PROCESS

For further information or to apply for this role please send your CV and a cover letter to lisa.hyden@ygap.org.