



backing local change.



POSITION DESCRIPTION

Campaigns Manager

POSITION TYPE

Full-time, 12 month contract
(with potential to extend)

REPORTS TO

CEO

KEY WORKING RELATIONSHIPS

- Campaigns Partnerships Manager
- Digital Communications & Ambassador Manager
- Senior Graphic Designer
- Operations Manager
- Communications Coordinator

LOCATION

Melbourne, Australia
(open to considering remote that are able to work standard AEST hours)

The Campaigns Manager leads the Polished Man campaign and will be instrumental in bringing future ygap campaigns to life.

Polished Man is ygap's flagship campaign and your primary function is to manage it from end-to-end. This includes, but is not limited to, developing and executing campaign strategy, budget management, leading your small team, and establishing and nurturing key stakeholders critical to the campaign's success in order to achieve its fundraising and impact objectives.

As a digital peer-to-peer campaign, the position requires someone with strong campaign, fundraising and digital marketing experience who uses data and insights to guide strategy and thinking.

The Campaigns Manager is also responsible for establishing and driving the success of new campaigns and future appeals for ygap as part of its broader marketing and fundraising strategy.

The role requires someone who is able to hit the ground running to deliver on the Polished Man campaign. While also having an eye to the future on how to improve future and new campaigns and appeals.

ABOUT YGAP

ygap is an international organisation that creates positive change by making entrepreneurship more inclusive. We believe that business can be a force for good, and that entrepreneurship is key to solving the most challenging social and environmental problems facing our world today. But for this to happen, the world's diversity must be represented in creating these solutions and the systems that enable them to succeed.

ygap exists to increase the capacity and agency of entrepreneurs to run successful businesses, and reduce the barriers that inhibit access and inclusion within the entrepreneurial ecosystem.

Since 2008, we have run 60 programs that have supported 626 ventures working to make change in their communities. We have offices led by local teams in Africa, the Pacific Islands and Australia.

Running for the month of October, ygap runs the Polished Man campaign to encourage everyone to take a stand and actively commit to ending violence against women and children - by painting one nail for the month of October. That one painted nail can start a conversation, which raises awareness and funds to ensure a safer future for every child. Over the last eight years, we have raised nearly \$8M, engaged over 100,000 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:

- We embrace flexible work arrangements, built on trust and respect.
- We encourage applicants from all cultures, ethnicities and backgrounds.
- ygap is committed to cultivating and preserving a culture of equity, diversity and inclusion across the organisation and all of our operations. We welcome all people to be unapologetically themselves. It is the collective sum of our individual differences, beliefs, experiences, self-expression and talent that enables us to live out our

purpose which is to advance global equity through inclusive entrepreneurship. To truly achieve this, we need a community that is representative of the people we serve; the people of the world.

OUR VALUES

We challenge barriers to equality

Inequality isn't accidental; it exists as a result of systems that support the success of some people over others. We strive to bring down those barriers that exist in the entrepreneurial space, and reimagine a system that is accessible and inclusive for all.

We back local change

Our work is fully informed by the people we seek to serve, with the understanding they are best placed to find solutions to the problems they face. Our work is always led by the knowledge of our expert local teams and the needs of the communities they work with.

We collaborate to achieve shared value

We are outcomes-led and actively seek out partners and funders who share our vision of an equitable and sustainable world, and who trust our team and the quality of our work to find the right solutions.

We choose courage over comfort

We actively champion gender, diversity, inclusion and sustainability in every aspect of what we do - from the internal processes of our team, board and organisational structure, to the external operations of our body of work.

We boldly pursue change

We're a collaborative and cohesive global team who are passionate about our work. We commit to being courageous in challenging what's not working, bold in offering solutions for what might, acknowledging of our own privilege, honest when we get things wrong, and proactive in learning and growing with an open mind.

KEY COMPETENCIES

Essential

- Tertiary or post-graduate qualification in fundraising, communications, marketing, or similar
- 5+ years of campaigning experience
- 2+ years managing campaigns
- A proven ability to leverage digital marketing to reach relevant audiences and convert them to engaged supporters and donors
- Experience managing staff and/or volunteers
- Experience developing campaign strategies and executing them end-to-end
- Highly developed relationship management skills, including the ability to develop trust and maintain strong working relationships with both internal and external stakeholders
- Ability to secure in-kind support of both products and services
- Outstanding written and verbal communication skills to represent Polished Man and ygap in correspondence, at events and with the media

Desirable

- Experience managing a peer-to-peer campaign
- Experience in the not for profit, social enterprise or start up sectors;
- Experience using project management tools
- Established relationships and networks in the Australian philanthropic and/or social impact sector
- An understanding of trauma informed practice
- An understanding and passion for achieving gender equality
- Event management experience

KEY SKILLS & ATTRIBUTES

- **Detail-oriented** – Understands the importance of essential smaller parts to contribute to larger outcomes and commits to delivering on both large and small in equal measure;
- **Flexible and creative** – Adjusts to the context, able to troubleshoot, problem solve and adapt in a high-paced and at times fluid environment;
- **Proactive and responsible** – Takes initiative and ownership from beginning to end and meets or exceeds expectations.
- **Collaborative and empathetic** – Works well alongside team members and understands the competing priorities and needs of various stakeholders.
- **Curious and thoughtful** – Seeks clarification and insights and thoughtfully considers all angles, context and relevant information in determining a course of action.
- **Fast Learner** - Absorbs information and quickly applies knowledge to establish new skill sets.
- **Natural relationship builder** - Able to easily build rapport and establish trust with internal and external stakeholders.
- **Strategically minded** - Makes data driven decisions and uses live time feedback to inform strategic pivots as necessary.
- **Skilled Communicator** - An experienced storyteller who can take people on the journey and persuade their support.

KEY RESPONSIBILITIES

Campaign Development & Management - 50%

- Ensuring campaigns achieve the revenue target against the budgeted spend
- Develop, monitor and manage campaign budgets
- Develop and manage the marketing strategies to drive campaign engagement and donations
- Oversee campaign operations such as developing digital and physical materials and merchandise
- Managing campaign events
- Monthly reporting to the CEO and the Leadership Team
- Reporting to the Board at key times of the year

Team Management - 20%

- Recruit, train, support, appraise performance and ensure ongoing professional development for all direct reports
- Drive and support succession planning and reducing single sources of knowledge within your team
- Set goals and drive individual and team performance in your team
- Devise and manage systems and processes that enable the efficient and effective operations in your campaigns

Strategy - 15%

- Executing a reframing of the Polished Man mission
- Building on the current campaign strategy to drive increased engagement and revenue
- Establishing new campaigns and ygap appeals to drive engagement

Stakeholder Engagement - 15%

- Being the face of campaigns at events and in the media
- Securing in-kind support from and managing key stakeholders critical to the campaign's success (e.g. PR, creative, media buying and other agencies)

- Assisting the Partnerships Manager with key business development initiatives including securing high level corporate and other partners
- Provide advisory support to the broader ygap fundraising team when necessary

TIME COMMITMENT & TRAVEL

Due to the global nature of the team and partners, there is an expectation that meetings and events will periodically fall outside of 'traditional' business hours. There may also be some travel required intermittently throughout the year for periods of up to two weeks.

The **Campaigns Manager** will be a **full time** role ideally based in **Melbourne**, however ygap is open to and supports flexible working arrangements.

APPLICATION PROCESS

Please submit a cover letter addressing "Key Selection Criteria" together with a current CV to **Kaitlin Harasym** at hello@polishedman.com.

Please include in the subject line of the email **"Campaigns Manager - Application"**

Applications will be processed and candidates interviewed as applications are received and we encourage you to apply early.