



CENTRAL COAST COMMUNITY  
**WOMEN'S**  
**HEALTH CENTRE LTD**  
ABN 82 001 330 472

## **Position Description**

<b>Title</b>	Head of Partnerships and Communications
<b>Employment Status</b>	Permanent part-time – 21hr per/week
<b>Grade</b>	SCHADS Level 6 + superannuation + salary packaging option
<b>Reporting to</b>	CEO
<b>Primary Location</b>	Wyoming Centre
<b>Date Approved</b>	8 July 2024

## **About CCCWHC**

The Central Coast Community Women's Health Centre (CCCWHC) is a feminist organisation providing services for women by women. We are one of twenty women's health centres across NSW and are endorsed as a Charitable Organisation. CCCWHC has three centres across the Central Coast located at Wyoming, Wyong and Woy Woy

Founded in 1976, our organisation has been operating for more than 40 years across the lands of the Darkinjung people, and working in partnership with community, business and government stakeholders.

CCCWHC provides essential health services to women which include clinical services, counselling, group work, social activities, advocacy, information and referral, legal advice, drop-in and support for women in crisis. As well as providing specific services and programs, the CCCWHC is also a resource centre for all women and girls within the Central Coast area, requiring information on community services, health matters, housing or any area of concern. We also provide a childcare service for women attending appointments or groups on-site.

## **Our vision**

Healthy, safe and empowered women.

## **Our mission**

To be known and trusted as the best provider of holistic healthcare services for Central Coast women of all ages, backgrounds and cultures. To provide our services in a consultative, collaborative, respectful, friendly and effective way that enriches women's lives and improves their personal well-being. To be a respected organisation that women want to join.

## Position Purpose

The Head of Partnerships and Communications is a pivotal leadership role responsible for overseeing fundraising, marketing, communications, and community engagement functions. These efforts are crucial in driving revenue, fostering growth, and enhancing awareness of CCCWHC within the community. The role plays an important part in securing funds to ensure long-term sustainability, while also managing key partner relationships that support this financial stability.

In collaboration with our clinical and client support teams, you will play a key role in executing health and well-being educational events, campaigns, and advocacy initiatives addressing critical issues impacting women in our community. This involves partnering with community organisations, healthcare providers, government, and local businesses to leverage resources and amplify our impact.

You will also be tasked with strengthening the CCCWHC brand identity and advancing our marketing, communications, and storytelling efforts. This includes working closely with our clinical and broader team to authentically capture stories that resonate with our diverse community's cultural perspectives, lived experiences, and values.

Additionally, you will actively seek out opportunities to diversify funding sources and expand our donor base through strategic networking and leveraging existing relationships. Working alongside the CEO and Board, you will help establish budgets and strategies to meet fundraising targets, developing comprehensive short, medium, and long-term fundraising plans.

As the Head of Partnerships and Communications, you will cultivate and nurture strong relationships with donors, ensuring a robust philanthropic pipeline. Regular engagement with donors through various communication channels will be key to inspiring ongoing support. Together with the broader CCCWHC team, you will lead the planning and execution of fundraising events and campaigns. This includes overseeing the creation of fundraising materials, digital content, and marketing collateral that effectively convey our mission and inspire engagement.

## Specific responsibilities

The core responsibilities of this role are:

- **Strategic Marketing & Communications:** Develop and implement CCCWHC's Marketing & Communications Strategy to support our organisational, fundraising, and community engagement strategic objectives. Manage CCCWHC's website and social media platforms.
- **Advocacy, Community Education, and Engagement:** Strategise and implement initiatives that amplify awareness of women's health and well-being issues, advocate for changes, and foster community engagement through educational campaigns and partnerships.
- **Relationship Management:** Drive supporter relations and maintain and develop CCCWHC's brand reputation through high-level and strategic relationships across the corporate, community, and philanthropic landscape.
- **Brand:** Building on existing strengths and brand guidelines, develop, integrate, and champion CCCWHC's brand across the organisation and community.
- **Events and Campaigns:** Manage CCCWHC's campaigns and events including health promotion, fundraising, awareness, and advocacy.
- **Fundraising:** Drive CCCWHC's Fundraising Strategy for revenue growth including donations, sales, partnerships, and philanthropy.

## Marketing, Brand and Communications

KEY RESPONSIBILITY AREAS	ACTIVITIES / SUCCESS MEASURES
Oversee the development and implementation of CCCWHC's Marketing & Communications Strategy to grow CCCWHC's profile, impact and donor base	<ul style="list-style-type: none"> <li>• Deliver communications, brand and marketing strategies to tell our story and measure our impact</li> <li>• Champion and uphold CCCWHC's brand reputation</li> <li>• Ensure all communication is developed and delivered in an authentic, sensitive, and respectful way with consideration of the diverse cultural perspectives, lived experience and values of our community</li> <li>• Promote CCCWHC's vision, purpose &amp; strategy</li> </ul>
Identify appropriate online and offline opportunities to promote CCCWHC and position it as a leader in the sector, raising our profile to reach more women across the Coast and attracting new funders and audiences	<ul style="list-style-type: none"> <li>• Identify opportunities for informing the community on feminist practice and promoting the Central Coast Community Women's Health Centre as a feminist centre of excellence</li> <li>• Lead promotional initiatives and campaigns in partnership with the broader CCCWHC team</li> <li>• Ensure all opportunities align with CCCWHC's feminist ethics and principles</li> </ul>
Manage CCCWHC's social media and networking platforms	<ul style="list-style-type: none"> <li>• Develop, monitor and administer posts in alignment with CCCWHC's brand identity, values and feminist ethics</li> <li>• Ensure all communication is developed and delivered in an authentic, sensitive, and respectful way</li> <li>• Ensure our all material complies with the CCCWHC brand and identity</li> </ul>
Manage the CCCWHC website	<ul style="list-style-type: none"> <li>• Ensure the website is kept up-to-date and relevant</li> <li>• Implement website improvements as required</li> </ul>
Manage the development of fundraising and marketing materials and collateral	<ul style="list-style-type: none"> <li>• Ensure all material is aligned with CCCWHC's values and feminist ethics</li> <li>• Ensure our all material complies with the CCCWHC brand and identity</li> </ul>

KEY RESPONSIBILITY AREAS	ACTIVITIES / SUCCESS MEASURES
Continuously improve the effectiveness of CCCWHC's marketing and communication activities	<ul style="list-style-type: none"> <li>• Manage the corporate brand and conduct an annual brand audit to ensure the brand is used and applied appropriately and consistently</li> <li>• Occasionally adapt templates and contribute to copywriting that communicates CCCWHC's stories and needs respectfully to members of the CCCWHC Community</li> </ul>

### Advocacy, Community Education and Engagement

KEY RESPONSIBILITY AREAS	SUCCESS MEASURES
Support the development and implementation of advocacy and social action strategies and initiatives	<ul style="list-style-type: none"> <li>• In partnership with the CEO and broader CCCWHC, create and deliver advocacy campaigns that align with the organisation's mission and goals, focusing on issues relevant to women's health and well-being</li> <li>• In partnership with the CEO, network and partner with key organisations and individuals to amplify advocacy efforts</li> </ul>
Public Speaking and Representation	<ul style="list-style-type: none"> <li>• Support the CEO prepare for speaking opportunities in advocacy forums, public hearings, and media interviews</li> <li>• Represent the organisation at conferences, forums and networking events</li> </ul>
Lead the development and implementation of health promotion programs designed to improve the health literacy and community awareness of challenges and issues faced by girls and women on the Coast	<ul style="list-style-type: none"> <li>• Develop in partnership with the Clinical team an annual Health Education Promotion Plan, that aligns with CCCWHC's Strategic Plan, funding objectives and organisational priorities</li> <li>• Oversee the implementation of the annual Health Education Promotion Plan</li> <li>• Oversee the development of health education program communications and marketing materials</li> <li>• Support the design and implementation of best practice community engagement</li> <li>• Undertake monitoring, evaluation and reporting on health promotion campaigns and community engagement outcomes</li> </ul>

## Relationship Management

KEY RESPONSIBILITY AREAS	ACTIVITIES / SUCCESS MEASURES
<p>Manage, nurture and grow existing and new relationships that contribute to the growth of the organisation by using high emotional intelligence and stakeholder management skills with knowledge of issues faced by women</p>	<ul style="list-style-type: none"> <li>• Resource and support the organisation's patrons, ambassadors and corporate partners</li> <li>• Nurture existing donors while driving new donor acquisition through careful stewardship of donor journeys</li> <li>• Assess and respond appropriately to new donor and supporter enquiries via email, social media, and phone</li> <li>• Liaise with donors and supporters in a consistent, warm and timely manner</li> <li>• Align approach to CCCWHC's values and feminist ethics</li> </ul>
<p>Seek new networking opportunities that support CCCWHC's fundraising strategy and align with CCCWHC's ethical stance</p>	<ul style="list-style-type: none"> <li>• Measure and track data relating to new connections, quality of connections in terms of relevance and alignment and impact of the networking opportunities on overall fundraising efforts</li> <li>• Ensure that networking activities align with CCCWHC's ethical guidelines and mission statement</li> </ul>
<p>Oversee Client Relationship Management (CRM) system and develop processes to manage donor and customer relationships.</p>	<ul style="list-style-type: none"> <li>• Monitor and maintain the accuracy and completeness of donor and customer data within the CRM system</li> <li>• Implement surveys or feedback mechanisms to gauge satisfaction among donors and members regarding communication and engagement</li> <li>• Continuously assess and improve CRM processes based on feedback and performance metrics</li> </ul>
<p>Develop individualised plans to approach donors/sponsors, and potential fee for service customers</p>	<ul style="list-style-type: none"> <li>• Create and maintain relationships of mutual benefit with CCCWHC's donor community, including workplaces, local businesses, regular givers, trusts and foundations</li> </ul>

## Fundraising, events and business development

KEY RESPONSIBILITY AREAS	SUCCESS MEASURES
<p>Direct the development and implementation of CCCWHC's Fundraising Strategy to increase revenue, drive organisational fundraising capacity, and nurture and grow donors across key fundraising channels</p>	<ul style="list-style-type: none"> <li>• Lead the development of the organisation's annual fundraising business plan and budget</li> <li>• Drive growth across key fundraising channels:               <ul style="list-style-type: none"> <li>○ Individual Donors, Major Gifts &amp; Philanthropy</li> <li>○ Trusts &amp; Foundations</li> <li>○ Corporate Support &amp; Partnerships</li> <li>○ Community Fundraising</li> </ul> </li> <li>• Identify and manage risks relating to fundraising activities and maintain CCCWHC's reputation as a trusted organisation</li> <li>• Ensure CCCWHC is compliant with fundraising legislation across all states and territories where applicable</li> <li>• Develop promotional material to support fundraising initiatives</li> <li>• Assist CCCWHC staff to understand and engage with fundraising, event and community engagement activities</li> </ul>
<p>Monitor the external environment for opportunities to identify grants or connect with potential funders</p>	<ul style="list-style-type: none"> <li>• Monitor and report on the number of new potential funder connections made through proactive outreach and networking efforts</li> </ul>
<p>Develop and prepare pitch presentations and supporting materials, and support the development of grants, tenders, and proposals for a variety of external audiences and potential funders</p>	<ul style="list-style-type: none"> <li>• Ensure all material is aligned with CCCWHC's values and feminist ethics</li> <li>• Ensure our all material complies with the CCCWHC brand and identity</li> </ul>

KEY RESPONSIBILITY AREAS	SUCCESS MEASURES
Direct key fundraising and community engagement events, which activate community members to make a positive impact in the lives of women	<ul style="list-style-type: none"> <li>• Initiate and facilitate bespoke engagement and fund-raising events</li> <li>• Work with CCCWHC leadership and broader team in the design and delivery of events</li> <li>• Set targets and goals for fundraising and community engagement events and initiatives</li> <li>• Measure attendance, participation and impact of fundraising events</li> <li>• Ensure events are designed to be inclusive and accessible for all</li> <li>• Analyse the cost-effectiveness of the event by comparing expenses incurred to funds raised and community impact achieved</li> <li>• Ensure that the event aligns with the CCCWHC's strategic goals and mission</li> <li>• Review and evaluate fundraising events to identify areas of achievement and quality improvements</li> </ul>
Manage CCCWHC's corporate partnerships and oversee workplace and community-based activities	<ul style="list-style-type: none"> <li>• Provide structure and support to community, workplace groups and individuals who are fundraising and/or organising material donation drives for CCCWHC</li> <li>• Represent CCCWHC at a range of fundraising events organised by community, corporate or individuals</li> <li>• Create written and video content that supports the community to initiate and deliver fundraising activities consistent with CCCWHC's values</li> </ul>
Staff and volunteer events	<ul style="list-style-type: none"> <li>• Coordinate in partnership with key staff, annual staff and volunteer health, well-being and celebratory events</li> </ul>

### Administration and Continuous Quality Improvement

KEY RESPONSIBILITY AREAS	SUCCESS MEASURES
Complete administration tasks required for effective relationship management and delivery of fundraising & community engagement activities	<ul style="list-style-type: none"> <li>• Ensure administration tasks are completed on time and accurately</li> </ul>
Data collection and reporting	<ul style="list-style-type: none"> <li>• Prepare reports for the CEO and Board on fundraising and community engagement activities</li> </ul>

KEY RESPONSIBILITY AREAS	SUCCESS MEASURES
All staff are to commit to quality improvement processes for their service areas, meeting industry standards and comply with the organisation's regular review processes, monitoring and/or accreditation	<ul style="list-style-type: none"> <li>• Lead the development and implementation of agreed QIP measures</li> <li>• Lead the identification and implementation of a minimum of one new QIP per year</li> </ul>

### Professional Development, Training and Support

KEY RESPONSIBILITY AREAS	SUCCESS MEASURES
Participate as a member of the Leadership Team	<ul style="list-style-type: none"> <li>• Participate in leadership meetings</li> <li>• Contribute to the development and effective management of the organisation through thought and idea contribution</li> <li>• Willingness to take the lead on projects and initiatives</li> </ul>
All staff are responsible for identifying areas of further training and professional development that will assist them in their work role, in consultation with the CEO	<ul style="list-style-type: none"> <li>• Identify and participate in a minimum of two professional development/ training opportunities per year</li> </ul>
Attendance and participation in meetings: e.g. team meetings, and other internal sub-committees as required	<ul style="list-style-type: none"> <li>• Attendance at staff meetings, team meetings, and any other meetings</li> </ul>

### Confidentiality and Privacy

KEY RESPONSIBILITY AREAS	SUCCESS MEASURES
Adhere to the principles of confidentiality at all times	<ul style="list-style-type: none"> <li>• Principles of confidentiality are adhered to at all times</li> <li>• Provide training and information regarding privacy and confidentiality</li> </ul>
Ensure all activities, processes, and staff comply with privacy legislation	<ul style="list-style-type: none"> <li>• No breaches, if there are breaches they are immediately reported</li> </ul>

### General employment conditions

All CCCWHC employees, volunteers, students and contractors are required to:

- Understand and adhere to CCCWHC's vision, purpose, feminist values, and ethical stance
- Proactively and positively contribute to CCCWHC's culture and impact
- Work in accordance with CCCWHC policies and procedures
- Demonstrate respectful and culturally appropriate ways of working
- Comply with all Workplace Health and Safety systems and practices
- Maintain a valid NSW Working with Children Check and comply with all CCCWHC child safeguarding and protection measures
- Comply with relevant NSW legislative requirements



## **Decision Making Authority**

You are responsible for fulfilling your duties within the framework of legislative requirements and the policies and procedures of the Central Coast Community Women's Health Centre. Issues are usually resolved without reference to your immediate supervisor but matters that arise that are outside the policy framework or matters that may potentially escalate to the detriment of the service should be reported to your immediate supervisor.

## **Selection Criteria**

### ***Essential Criteria***

#### **Qualifications**

- Relevant tertiary qualifications in fundraising, marketing, communications, or similar.

#### **Experience/skills**

- Minimum 5+ years' experience in fundraising, business development, sales, marketing and/or communications
- Strong strategic and creative thinking
- Previous experience leading fundraising initiatives and teams
- Ability to lead, inspire and motivate teams and individuals to implement strategies and meet fundraising targets
- Experience in obtaining major gifts and/or corporate sponsorship
- Technical proficiency with MS Office suite, CRM (E-Tapestry experience highly regarded), marketing and communication tools
- Financial management and reporting experience, including managing budgets
- Highly developed stakeholder management and corporate relationship development skills and proven ability to work collaboratively and develop networks with corporations and individuals
- Strong communication skills with diverse stakeholder groups in written and verbal forms
- Highly developed time management skills and the ability to meet deadlines
- Experience working in the not-for-profit sector or a keen interest in a career within the sector
- Creativity and writing skills that facilitate telling stories in an engaging way
- Intermediate understanding of managing digital and social media channels
- Intermediate understanding of google ads and analytics
- Basic understanding of Adobe programs
- Intermediate understanding of Canva

### ***Desirable Criteria***

- Business-to-business and/or customer sales experience
- Political campaigning and advocacy at local, state and/or national levels
- Experience in grant writing
- Familiarity with Central Coast networks

To be female is a genuine occupational requirement of this role under Section 126A of the Anti-Discrimination Act 1977 (NSW)