



OBA Engagement Manager

Position Description

ABOUT OUTWARD BOUND AUSTRALIA

Outward Bound Australia was established in 1956 and has a proud history of delivering outdoor education programs. Outward Bound programs provide inspiring and challenging experiences in the outdoors to help people with personal character development, relationships with other people and an appreciation of our natural environment. Since its inception, OBA has delivered programs to around half a million Australians – significantly impacting many lives and creating a passionate community of alumni.

Outward Bound Australia is a member of the Outward Bound International network, the most experienced provider of outdoor development programs in the world. Founded in 1941 in the UK and based on the personal development principles and values of Kurt Hahn (who also designed the Duke of Edinburgh Awards scheme) Outward Bound has since spread to over 50 schools in 33 countries covering 6 continents.

OBA's activities are centred on the national base at Tharwa in the ACT (near Canberra). In recent years, operations have included delivery sites at Uki in Northern NSW, Buchan in the Snowy Mountains area of Victoria and Walpole in South Western WA. In 2019, OBA delivered programs at all of these sites, the majority of which were through school outdoor education programs. OBA also undertakes philanthropic endeavours through the Australian Outward Bound Development Fund (AOBDF) to provide disadvantaged Australians with opportunities to participate on OBA programs.

The Engagement Manager is a pivotal role within OBA's relatively new corporate team. It will take responsibility for engaging with and building Outward Bound's large and passionate community – developing a strategic plan for fundraising, aligned with the future vision of OBA. The Engagement Manager has responsibility for managing philanthropic and grant fundraising, managing and acquitting the use of funds and engaging with government and donors to recognise and celebrate the impact generated by grants and donation.

The Engagement Manager is responsible for developing and managing a program of communications and events with alumni, foundation members, community partners and clients to build engagement and support and opportunities for program delivery. The role is also responsible for supporting the development of marketing and promotional collateral, the website and social media. The Engagement Manager will also support governance reporting – including co-ordination of the materials for the Annual Report and AGM.

This opportunity is the ultimate 'Outward Bound challenge' – navigating an uncharted economic, social and environmental outlook, with constrained existing organisational capacity. It requires commitment of an extraordinary person – one who is truly willing 'to serve, to strive and not to yield'. The future success of Outward Bound Australia will be shaped by your hands in these pivotal areas, with the OBA community rallied around you.



ABOUT THE ROLE

KEY RESPONSIBILITIES

Strategic vision, leadership, team and culture

- Work with the Chair AOBDF and ED to develop and implement a strategic plan for fundraising, aligned with OBA's vision.
- Contribute to strategic development projects at OBA. This may include strategic initiatives for Tharwa, digital transformation work, new program designs or models of delivery, public relations and media work etc.
- Support effective and compliant governance of OBA and AOBDF, including preparation of Annual Reports and conduct of AGMs as a community engagement event.
- Work collaboratively as a member of the OBA team – sharing goals, problem solving and accountability to deliver the strategic vision of OBA and AOBDF
- Contribute to an organisational culture at Tharwa aligned with OBA's values, creating an inspiring, happy and productive work environment and prioritising the safety of our staff and participants.

Grant applications and philanthropic fundraising

- Track government and community grant opportunities and prepare grant submissions.
- Work closely with the Executive Director and Chair of AOBDF to develop and growing AOBDF's philanthropic fundraising, including identifying target potential funders, pitch materials associated with OBA's strategic needs and opportunities and managing a pipeline of opportunities through to donation receipt and follow up with impact evidence and stories
- Oversee the planning and delivery of grant acquittals – including gathering photos, testimonials, and spend records to ensure alignment with donor interests and proposals – to ensure impact value for money is achieved and communicated to donors.

OBA community development and engagement

- Identify, track and manage the relationship management with Outward Bound stakeholders, foundation members, alumni and community partners to grow and develop the Outward Bound community.
- Develop and deliver a communications plan to engage with OB community members and partners, including website and social media materials, webinars and events and publications
- Develop and maintain a digital CRM for alumni, philanthropic and community partners to enhance our engagement capability and fundraising efforts
- Manage OB archives – including sharing materials, responding to information requests and using archives to enhance community engagement

Client engagement, marketing, events and administration

- Help with the development of marketing and promotional materials, photos and videos and their organisation and ease of access.
- Contribute to social media posts.
- Manage promotional event planning and co-ordination eg. Book launch, conference and event sponsorship, VIP visits and AGM event.
- Keep the website up to date for relevant engagement areas.



REPORTING

The Community Engagement Manager reports to the Executive Director, with secondary reporting line to Chair AOBD and Head of Sales and Marketing.

PERFORMANCE MEASURES

1. Delivery of strategic plan to annual workplan of community engagement and fundraising objectives
2. Community engagement feedback
3. Financial management, compliance and reporting to schedule
4. Fundraising Program KPIs

QUALIFICATIONS, EXPERIENCE AND ATTRIBUTES

Tertiary qualifications are required in one or more relevant field:

- Business management and administration
- Marketing and communication
- Psychology, human resources
- Education, Outdoor recreation, Environmental studies

Ideal experience may include:

- Understanding of Outward Bound and outdoor education
- Grant writing and fundraising experience
- Demonstrated strengths and experience in stakeholder relationship management, sales, marketing and digital communications
- Professional understanding of business management practices including written communication skills, finance and ICT systems
- Governance, reporting and compliance knowledge and experience, ideally working with not for profit Boards

Attributes and Abilities:

- Good writing skills
- Adept administration and organisational skills, experience working across a range of software
- Understanding of outdoor and experiential learning
- A relationship builder with excellent communication skills
- Practical 'can do' implementation and problem solving skills
- Accountable, hard work ethic, driven by passion and commitment to the vision
- Strong "whole of organisation" collaborative skills to support innovation, continuous improvement and organisational resilience in alignment with OBA values

LOCATION

Office space is available at Tharwa, ACT, however it is anticipated that work from home is also a viable option. The Engagement Manager role will need to travel from time to time, including spending some time at OBA Tharwa in the ACT. Accommodation is available on site.