

# Participant Engagement Specialist

## Position Description

Position:	"Move with MDC" Participant Engagement Specialist x 2
Organisation:	Mother's Day Classic Foundation (MDCF)
Work Location:	Level 23, 150 Lonsdale Street, Melbourne, VIC 3000 (COVIDSafe plan in place) or work from home (located in Melbourne, Sydney or Brisbane)
Employment Type:	Part Time – Fixed Term Contract (up to 15 hours per week from February 2022 to May 2022 each)
Position Reports To:	General Manager – Fundraising and Marketing
Direct Reports:	Nil

### Role Purpose

The Move with MDC Participant Engagement Specialists are responsible for engaging schools, universities, community organisations, independent living communities, corporate teams and other social/community groups (particularly those with a high female memberships) to encourage and drive participation in the Move with MDC campaign and the Mother's Day Classic event.

As a member of a small team with a big personality, this role works collaboratively with all MDCF team members and stakeholder groups to generate leads, engage new audiences and maximise the impact of the Move with MDC Program.

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### About the Mother's Day Classic and the "Move with MDC" Program

The Mother's Day Classic is an iconic, national fun run and walk, held annually on Mother's Day in up to 100 locations across Australia.

The event started in 1998 and in the last 24 years almost 1.5 million participants have taken part and \$40 million has been donated to the National Breast Cancer Foundation to fund life saving breast cancer research.

The Mother's Day Classic is a fun, entry level, community based, mass participation event focused on participation rather than performance. As a trusted source of information, we want to use the MDC platform as a way of:

- getting people more active in the lead up to the Mother's Day Classic;
- celebrating their achievements by walking or running an achievable 4km or 8km goal in a fun and inspirational environment at the event;
- embedding and entrenching this behaviour beyond the Mother's Day Classic event.

We aim to positively influence participants' lifestyles by increasing their sense of capability, motivation and opportunity to be physically active.

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The Mother's Day Classic Foundation (MDCF) is the recipient of a Sport Australia Participation Grant to deliver a communications campaign focused on increasing the physical activity of Australian women and girls preparing for the iconic Mother's Day Classic.

The Move with MDC Program will be seamlessly integrated into the broader Mother's Day Classic communications journey creating fun and engaging content to:

- Support: support participants to be more physically active;
- Inspire: increase participants' motivation, opportunity and capability to be active; and
- Embed: encourage participants to be more active in the future.

This new 'Move with MDC' campaign focuses on Australian women and girls, who encounter barriers consistently identified across extensive research, including:

- lack of motivation, enjoyment or interest in sport/physical activity;
- lack of perceived ability and confidence;
- cost, poor health or injury
- lack of time or access to opportunities to be active.

### Key Responsibilities

Develop new and grow existing participation numbers with a focus on the following:

#### Participant and Teams Recruitment

- Working closely with the Marketing and Events teams, develop a strategy to reach new audiences nationally and encourage participation in the Move with MDC Program;
- Research and determine appropriate contacts within schools, universities, community organisations, independent living communities, corporate teams and other social/community groups nationally
- Outreach, prospect and generate new leads within a range of schools, universities, community organisations, independent living communities, corporate teams and broader social groups nationally
- Work with the Marketing team to develop and distribute resources to encourage participation in the Program.
- Account manage large team participants and assist with ensuring a positive experience in their participation in the Program and the Event
- Work closely with the volunteer National Advisory Committee and Participation National Sub-Committee to motivate and assist them in outreach to encourage new team participation
- Meet established KPIs regarding:
  - Outreach volume (calls, emails);

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- Quality of qualified leads
- Move with MDC participation
- New Team registrations

### Customer and stakeholder support

- Manage and respond to incoming enquiries regarding the Move with MDC Program from participants, volunteers, prospects and teams
- Service and support of Move with MDC Program linked registered teams and corporate and community groups

### On-the-day (Mother's Day) Team and stakeholder support

- Meet and co-ordinate large teams participating in Move with MDC and Mother's Day Classic and ensure their event day experience is positive and seamless

### Systems and reporting

- Be familiar with all MDC systems and project management tools, including but not limited to; registration and fundraising platform, work management tools, and CRM
- Deliver weekly reports to the team outlining prospects contacted, new leads generated, new Move with MDC Participants and new MDC Teams

### General Sales and Marketing Support

- Other sales, marketing and customer service tasks as required.

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### Qualifications/ Experience

- Previous experience in lead generation
- Previous experience in community engagement
- Business development experience is a must
- Solid understanding of targets, KPI's and lead generation
- Highly proficient in Microsoft Office applications
- Experience in administration or customer service
- Experience working with data management or CRM systems (highly desirable)
- Excellent time management
- Strong written and verbal communication skills
- Positive attitude with ability to prioritise and be proactive

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### Key Competencies

- Driven, highly motivated and a self-starter who can work with minimal supervision and as part of a team with initiative, reliability and a high level of accuracy and attention to detail

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- Have an exceptional corporate/community contact list
- Be possessed of high level interpersonal and networking skills
- Excellent customer service skills. Including overall demeanour, telephone manner, verbal communication
- Excellent communication and organisational skills
- Experience and desire to work with a wide range of stakeholders
- Highly organised with a high level of flexibility
- A person with great integrity, who is able to demonstrate discretion and maintain confidentiality.

### **Benefits (pro rata where applicable) available at the MDCF include**

- 12% superannuation
- 1 additional 'rostered' day off per quarter
- Flexible working arrangements are supported

### **About Role Statement**

Change is inherent in the events environment. For this reason, all staff should be aware that roles may vary from time to time.

### **About Mother's Day Classic Foundation**

Since 1998, Mother's Day Classic Foundation has donated nearly \$40 million to the National Breast Cancer Foundation (NBCF) to fund life-saving breast cancer research. The Mother's Day Classic Foundation is proud to be the largest single donor to the National Breast Cancer Foundation (NBCF). Over the past 24 years, the five-year survival rate for breast cancer has increased from 84% to 91.5%, largely thanks to generous donations from the Mother's Day Classic community.

### **About Mother's Day Classic**

The Mother's Day Classic was founded in 1998 by Women in Super - a national member organisation consisting of women working in the superannuation and related financial services industries. Women in Super supports the organisation of the nationwide event by providing volunteers drawn primarily from the superannuation industry. Since then, the Mother's Day Classic has grown from a walk in the park to an iconic event in the Australian calendar. Every Mother's Day, up to 100,000 Australians walk or run to show support for the 1 in 7 women diagnosed with breast cancer and raise vital funds for research.

(Jan 2022)