

Job Description

Sustainability and Partnerships Advisor

Reporting Relationships

CEO



This Position
SCHADS LEVEL 6



Also reporting to this supervisor:

- Finance Manager
- Operations Manager
- Program Manager
- People and Culture Advisor
- Executive Officer



Directly reporting to this position:
N/A

Other positions that report to this role:

Organisation

Advocare is a leader in addressing the rights of older people and elder abuse.

For over 30 years we have proudly helped older Western Australians access the right supports, information and protections available to them.

Team

You are a key part of the Advocare team dedicated to serving older people within Western Australia. One element of our entire Advocare Team has in common, is the belief in Social Justice – that human rights do not diminish with age.

Position

The primary purpose of this position is to lead the development and growth of Advocare's partnerships, fundraising and membership initiatives to strengthen organisational sustainability and expand impact across Western Australia.

This newly created role is responsible for identifying, developing and implementing opportunities that diversify revenue streams through corporate partnerships, philanthropy, fundraising campaigns, sponsorship and membership growth.

The role combines strategic planning with hands- on delivery and is focused on building a practical, outward-facing partnerships and membership function aligned to Advocare's purpose, values and strategic priorities.

Our Vision, Purpose and Values

Reflecting our organisational values in every aspect of your role is integral.

Our Vision

A society where older people are safe, empowered and cherished.

Our Purpose

To transform lives and communities through education, collaboration and advocacy, supporting older Western Australians to live the lives of their choice.

Our Values

Integrity - We will act with integrity to support an environment of honesty, confidentiality and mutual trust.

Empowerment - We will work with you to ensure you are well informed to make your choices and we will also advocate with and for you.

Social Justice - We are here to protect the rights of older people. Human rights do not diminish with age.

Equity - We will support all older people, respecting the diversity of our community.

Accountabilities

Your specific accountabilities include these aspects.

Organisation

- Actively engage and contribute to Advocare's vision, purpose and values.
- Ensure own compliance with internal policies and procedures including: The Advocare Code of Conduct, Workplace Health and Safety legislation including any regulations or Codes of Practice, the *Disability Services Act 1986* (Cth), and the *Equal Opportunity Act 1984* (WA).
- Promotes compliance [of above] to all staff.
- Shows compassion to clients by providing service excellence aligned to the level of responsibility.
- Effectively represents Advocare in external forums and partnership meetings, within the context of role.
- Provides high quality verbal and written reports as requested by the Chief Executive Officer, Board and funding bodies.
- Maintains appropriate records and documentation consistent with the relevant policies and instructions of Advocare.
- Actively collaborate and support all Advocare programs to achieve our shared goals and meet contractual objectives, fostering a unified approach across the entire organisation.
- Undertakes training/professional development and shares learning.

Team

- Respects others within a professional setting, including for their own choices.
- Participates in team meetings, team building, planning and development discussions, evaluations, supervision sessions, training sessions, and review activities, leading these activities where required in the context of your role.
- Identify opportunities for improvement and liaise regularly with other staff within Advocare to foster a culture of continuous improvement.
- Develops and maintains networks within your professional capacity, to both grow your capability and to further the objectives of Advocare.
- Provide any other support required for the team, utilising your capability and capacity.

Position duties and responsibilities.

Leadership

- Lead the strategic development and implementation of Advocare's partnerships, fundraising and membership growth strategies.
- Provide specialist advice on organisational sustainability and strategic growth initiatives.
- Actively contribute to and participate effectively as a member of the leadership team.
- Participate in strategic planning activities and coordinate, implement, facilitate, and monitor the actions required to achieve the objectives of Advocare strategic plan applying an environmental and social lens to improve impact and outcomes for the communities Advocare serves.
- Promote a culture of innovation, relationship-building and continuous improvement.

Other position duties

- Identify, establish and grow strategic partnerships with corporate organisations, philanthropic bodies, trusts, foundations and community stakeholders.
- Develop compelling funding proposals, partnership presentations and cases for support aligned to Advocare's purpose and strategic priorities.
- Lead and manage a portfolio of existing and prospective partners, members and supporters.
- Lead complex negotiations and develop mutually beneficial partnership agreements that deliver measurable outcomes.
- Design and lead insight-driven fundraising and membership campaigns to increase revenue, engagement and awareness of Advocare's impact.
- Project manage campaigns end-to-end, including stakeholder engagement, planning, copy development, production, fulfilment and evaluation.
- Lead membership growth through proactive business development, lead generation and stakeholder engagement activities.
- Conduct strategic market analysis and environmental scanning to identify trends, emerging opportunities and target sectors.
- Develop and coordinate supporter and member engagement activities to strengthen retention and long-term relationships.
- Represent Advocare at networking events, stakeholder meetings and community forums to increase awareness and identify opportunities for collaboration and growth.
- Promote Advocare's values and commitment to ethical fundraising and partnership practices.
- Support the diversification of Advocare's revenue streams to strengthen long-term organisational sustainability.
- Develop and maintain accurate donor, member and stakeholder records and reporting systems.
- Contribute to planning, budgeting and forecasting for fundraising and membership activities.
- Work collaboratively across teams to align funding opportunities and partnership activities with organisational priorities and emerging needs.
- Identify opportunities to improve systems, processes and efficiencies relating to partnership, donor and membership management.
- Any other duties as required.

Specific Requirements

Pre-requisite Criteria	essential	optional
Tertiary qualification in a relevant discipline such as, business, management, community work or equivalent experience in partnerships, fundraising, business development etc	☒	☐
Willingness to travel across metropolitan and regional WA with some overnight stays	☒	☐
National Criminal Record Screening Clearance (Less than 3 months old)	☒	☐
Medical and fitness for work	☐	☒
C or CA Class Driver's License	☒	☐

Work Related Requirements

Essential

- Demonstrated experience in fundraising, partnerships, grants, tenders, membership growth or revenue generation roles.
- Proven ability to secure funding or develop successful external partnerships and stakeholder relationships.
- Strong commercial acumen and demonstrated ability to contribute to revenue growth initiatives.
- Highly developed communication, negotiation, presentation and networking skills.
- High-quality writing capability, including proposal, grant and funding submission development.
- Demonstrated ability to build and maintain trusted relationships with stakeholders and industry networks.
- Experience designing and delivering campaigns, engagement initiatives or business development activities.
- Demonstrated ability to analyse market trends and identify strategic growth opportunities.
- Ability to work autonomously, manage competing priorities and develop new systems and processes.
- Strong organisational, project management and problem-solving skills.
- Self-motivated with a proactive and growth-focused mindset.
- Alignment with Advocare's purpose, values and commitment to social justice.

Desirable

- Experience working within the community services, aged care, health or not-for-profit sectors.
- Experience within a membership-based organisation.
- Experience using CRM or donor/member management systems.

Signing Page

Approved by		Date	
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Review and discuss Role Expectations:

Manager		Date	
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Employee		Date	
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