


# Head of Motoring Events

## Organisational Structure

Position Title	Team	Location	Employment Type	Reports To	Direct Reports
Head of Motoring Events	Fundraising	Hybrid	Permanent Full-Time	Executive General Manager Corporate Affairs and Fundraising	N/A

Organisational Context	Organisation Chart
<p>The Corporate Affairs and Fundraising Team is responsible for attracting donations and raising funds to ensure the organisation can continue to deliver vital health services. This involves managing a range of fundraising and brand awareness activities, including building on our reputation and nurturing long-term relationships with our supporters.</p>	 <pre> graph TD     A[Executive General Manager Corporate Affairs and Fundraising] --- B[Head of Motoring Events]             </pre>

## RFDSSSE Values

<p><b>RELIABILITY</b></p> <p>We stay accountable to each other by our consistent work and behaviour.</p> <p>We deliver on our commitments to our communities.</p>	<p><b>CARE</b></p> <p>We treat everyone with care and respect.</p> <p>We demonstrate care through our unwavering willingness to help all people.</p>
<p><b>TRUST</b></p> <p>We are transparent and honest with each other.</p> <p>We show our communities we are trustworthy through our professionalism and outstanding conduct.</p>	<p><b>SAFETY</b></p> <p>We take responsibility for the physical, mental, and emotional safety of each other.</p> <p>We uphold a culture of safety awareness, safe work practices and reporting of potential harm.</p>

## Position Purpose

The Head of Motoring Events will lead and grow the existing motoring based fundraising events - *Outback Car Trek*, the *Bright Smiles Charity Ride* and the *Drive 4x4 The Doc*.

Over the last 35 years these motoring events have raised more than \$36 million for the RFDS, nationally, directly enabling us to deliver life-saving healthcare to people who travel, live and work in rural and remote Australia.

You will be responsible for all aspects involved in delivering the three events while ensuring their continued operational success, sustainability, and growth. You will work closely with participants and sponsors, as well as other RFDS teams, to deliver on the RFDS's mission and increase each events impact.

## Overall Responsibilities and Indicators of Success

Key Result Area	Responsibility	Indicators of Success
<b>Event Management &amp; Operational Leadership</b> (70% time allocation)	<ul style="list-style-type: none"> <li>Manage external contractors, providing clear direction, support, and performance management.</li> <li>Build strong relationships with a large and diverse range of key stakeholders.</li> <li>Maintain accurate records, policies, and procedures to support organisational transparency and accountability.</li> <li>Plan, coordinate, administer and execute the events, ensuring they are run in a safe, efficient and cost-effective manner, and that they achieve the targeted fundraising outcomes.</li> <li>Identify and implement innovative ways to enhance participant and community experience, operational efficiency, and overall engagement.</li> <li>Maintain the events operational database, to ensure it reflects the status of event entries and payments, donations and other essential information.</li> <li>Ensure each event's compliance with all legal, regulatory, and safety requirements.</li> <li>Oversee event budgeting, financial reporting, and expense management to ensure financial sustainability and to maximise funds raised for the RFDS.</li> <li>Provide regular updates to the Executive General Manager Corporate Affairs and Fundraising on financial performance, event outcomes, and progress toward strategic goals.</li> </ul>	<ul style="list-style-type: none"> <li>Events run in a safe, cost effective manner that achieve fundraising outcomes and drive engagement positive engagement with participants and community members.</li> </ul>
<b>Strategy Development</b> (10% time allocation)	<ul style="list-style-type: none"> <li>Work with Trek participants, Executive General Manager Corporate Affairs and Fundraising and key members of the RFDSSE Corporate Affairs and Fundraising Team to develop and implement a multi-year strategic plan to consolidate and grow the impact and fundraising outcomes of the events.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrated growth in impact and fundraising outcomes for the events, year on year</li> </ul>

	<ul style="list-style-type: none"> <li>Continue the evolution of the events to maintain their relevance to stakeholders, spotting trends and emerging opportunities within the industry.</li> <li>Ensure the events reflect and promote the mission and aims of the RFDS.</li> </ul>	
<b>Brand, Communication &amp; Marketing</b> (10% time allocation)	<ul style="list-style-type: none"> <li>Serve as the public face of the <i>Trek</i>, <i>the BSCR</i> and <i>the D4Doc</i>, acting as the spokesperson to participants, media, sponsors, and the public.</li> <li>Promote the RFDS mission and communicate each event's fundraising goals and achievements effectively to stakeholders, in partnership with the RFDSSE Corporate Affairs Team.</li> <li>Work in partnership with key members of the RFDS to build engaging communication across all platforms, including social media, email campaigns, and event materials.</li> <li>Maintain and enhance the <i>Outback Car Trek</i>, <i>the Bright Smiles Charity Ride</i> and <i>the Drive 4x4 The Doc</i> brands, ensuring alignment with each event's mission and the values of the RFDS.</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced awareness of, and engagement with, the events and their connection to RFDS mission.</li> </ul>
<b>Partnerships &amp; Fundraising</b> (10% time allocation)	<ul style="list-style-type: none"> <li>Work with the Executive General Manager Corporate Affairs and Fundraising and key members of the RFDSSE Corporate Affairs and Fundraising Team to build and maintain relationships with sponsors, community partners, and government organisations to support the RFDS mission through the events.</li> <li>Help to secure sponsorships and partnerships for the events.</li> <li>Identify and facilitate opportunities to increase the average and medium donations associated with the events, in partnership with the RFDSSE Fundraising Team.</li> <li>Collaborate with RFDS stakeholders to promote and grow its relationship with participants and each event's fundraising efforts.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrated growth in impact and fundraising outcomes for the events, year on year</li> </ul>
Comply with Corporate and Functional Service Standards	<ul style="list-style-type: none"> <li>Comply with RFDS Organisational and Functional service standards.</li> <li>Comply with RFDS People policies, practices and procedures.</li> </ul>	<ul style="list-style-type: none"> <li>Compliance to related policies.</li> </ul>
Comply with Safety and Quality in the Workplace	<ul style="list-style-type: none"> <li>Ensure that safe working practices and procedures are adhered to and comply with the RFDSSE's Safety Management System (SMS).</li> <li>Actively promote a commitment to Safety, Health, Quality and Environmental as outlined in the RFDS SE Policy Statement's.</li> <li>Reporting errors/omissions, safety observations, hazards, and occurrences utilising the electronic safety reporting software.</li> <li>Demonstrate a commitment to Safety and Quality by participating in meetings, inspections, audits and any other safety related activities at the RFDSSE.</li> </ul>	<ul style="list-style-type: none"> <li>Performance Development Review Core values and behaviours relating to Safety rated 2 and above.</li> </ul>

## Working Relationships

Internal	External
<ul style="list-style-type: none"> <li>Executive General Manager Corporate Affairs and Fundraising</li> <li>Corporate Affairs and Fundraising Team</li> <li>Community Engagement Team</li> </ul>	<ul style="list-style-type: none"> <li>Current motoring events incumbent</li> <li>Participants, donors, supporters and sponsors</li> <li>Community partners</li> <li>Government Organisations</li> <li>Other RFDS Section teams</li> <li>Creative agencies, face-to-face agencies, digital agencies, telemarketing agencies, printers, mail houses</li> </ul>

## RFDSSE Capability Framework

Core Capabilities	
<p><b>Connection to the Purpose</b></p> <ul style="list-style-type: none"> <li>Shows dedication and passion to our vision and strategy</li> <li>Upholds our values through acting ethically and professionally</li> <li>Values diversity, inclusion and cultural awareness</li> <li>Has a patient-centric approach to all work</li> <li>Works with a one-team mindset by putting ego aside</li> </ul>	<p><b>Takes Ownership of Work</b></p> <ul style="list-style-type: none"> <li>Approaches work with initiative and a strong motivation to achieve outcomes</li> <li>Holds self accountable for delivering work within budgets and timeframes</li> <li>Achieves quality results through planning, monitoring and reviewing</li> <li>Applies critical thinking to solve problems and find efficient ways of working</li> <li>Sets high standards for continuous improvement using industry best practice</li> </ul>
<p><b>Manages Self Effectively</b></p> <ul style="list-style-type: none"> <li>Manages physical and mental wellbeing</li> <li>Prioritises safety in all work practices</li> <li>Practices self-awareness and self reflection</li> <li>Displays resilience, perseverance and courage</li> <li>Is flexible and adaptable to change</li> </ul>	<p><b>Strengthens the Organisation</b></p> <ul style="list-style-type: none"> <li>Demonstrates commercial acumen</li> <li>Applies organisation-wide thinking to work and decisions</li> <li>Thinks innovatively and creatively</li> <li>Leverages technology and automation to improve service delivery</li> <li>Has a commitment to ongoing learning and development</li> </ul>
<p><b>Builds Authentic Relationships</b></p> <ul style="list-style-type: none"> <li>Actively listens to others and acts on feedback</li> <li>Shows respect and empathy for all people</li> <li>Communicates clearly, honestly and with thoughtfulness</li> <li>Works collaboratively with others and values their contribution</li> <li>Forms trusting relationships with employees and stakeholders</li> </ul>	

## Knowledge, Experience & Criteria

### Essential Experience & Criteria

- Valid non-provisional driver's license (essential) and ability to travel within Australia & New Zealand as required
- 5+ years of senior management experience
- Demonstrated ability to promote and support the mission of a partnering organisation, such as the RFDS
- Exceptional organisational skills and attention to detail
- Skilled in leading and developing relationships with key stakeholders, both in-person and remotely
- Strong strategic planning skills with the ability to set measurable goals and achieve them
- Proficiency with financial management, reporting, and budgeting
- A capability to generate new sponsorships and revenue streams
- Flexible, resilient, and able to adapt to the challenges of managing events in remote areas
- Strong communication skills, including public speaking and stakeholder engagement
- Creative and innovative thinker, willing to explore new ideas and solutions
- Ability to work autonomously
- Comfortable with the Microsoft Office platform
- Familiarity with social media platforms, and online collaboration software

### Desirable Experience & Criteria

- A background in event or logistics management is desirable, but not essential
- Experience in rural or remote communities is desirable

### Mandatory Checks

- A current NSW Working with Children check or ability to obtain. Please note: applications must be made within 7 days of arriving in NSW
- Satisfactory completion of a National Police Check

***This Position Description has been reviewed and approved by the People Team as per the modified date below.  
By signing the employment contract or subsequent variation letter, the employee agrees to adhere to this position description.***