

Job Title:	Chief of Engagement	Job Category:	Religious - Full Time
Department/Area:	Executive	Travel Required:	Yes
Reporting to:	Chief Executive Officer	Salary Packaging:	Yes
Location:	Head Office		
Direct Reports:	Marketing Manager, Fundraising and Partnerships Officer, Events Coordinator, SportsCARE Manager	Strategic Reports:	Church Engagement Team Leader

Role and Responsibilities

Reporting to the Chief Executive Officer, the Chief of Engagement (CoE) is responsible for YouthCARE's external presence, fundraising, partnerships and church engagement - the full breadth of how YouthCARE connects with, inspires and mobilises the communities that support its mission. The CoE brings together marketing, communications, donor engagement, organisational partnerships strategy, events, church relationships and strategic projects.

The CoE is a creative and strategic leader who understands that YouthCARE's ability to serve young people, families and communities depends on the community of support, generosity and advocacy that surrounds the organisation.

Spiritual Leadership

- Lead the Engagement team with a culture of prayer, purpose and genuine faith - ensuring the team understands the theological and missional significance of the work they do.
- Champion the church relationship as a key spiritual priority - not just a source of volunteers or funding, but as a partner in the shared mission of seeing young people and communities flourish.
- Represent YouthCARE in church and faith community contexts with authenticity, theological credibility and warmth.
- Participate actively in ELT spiritual formation, prayer and discernment processes.
- Must be actively engaged in the life of a Christian church that affirms the triune Godhead of Father, Son and Holy Spirit.

Partnerships Strategy and Coordination

The CoE owns YouthCARE's partnerships framework - setting the strategy, defining the standards, and coordinating all partnership activity across the organisation so that every partner relationship reflects YouthCARE's values and advances its mission.

- Develop and maintain YouthCARE's organisational partnerships strategy - encompassing corporate, community, church, and other partner types - providing a clear framework within which each portfolio holder executes their own partnerships responsibilities.
- Establish and steward YouthCARE's partner experience: developing onboarding processes, communication rhythms, recognition approaches and impact reporting that ensure every partner feels valued, informed and connected to the mission they are supporting.
- Own the consolidated partnerships register - maintaining an accurate, up-to-date picture of all active partnerships across the organisation, including those managed by the CEO, CFO, COO, CoSS and other portfolio holders.
- Develop and lead all partner communications, including newsletters, impact updates, event invitations and stewardship touchpoints - ensuring communications are personalised, mission-focused and consistently on-brand.
- Develop the frameworks and tools that enable other portfolio holders to manage their own partner relationships well - including briefing materials, talking points, impact data and communications templates.
- Report on the total health and value of YouthCARE's partnerships portfolio to the CEO and ELT - consolidating data from all portfolio holders into a single, coherent view of organisational partnership performance.
- Identify new community, foundation and non-corporate partnership opportunities - pursuing those that align to YouthCARE's mission, values and strategic priorities.
- Lead and develop the Fundraising and Partnerships Officer, ensuring this role is well-supported and operating effectively across both fundraising and partnership functions.
- Note: the development and management of corporate partnerships is led by the CFO as the primary relationship holder and revenue driver.

Marketing and Communications

- Lead YouthCARE's marketing and communications strategy, ensuring the organisation has a compelling, consistent and credible public presence.
- Oversee brand management, ensuring YouthCARE's identity is applied with excellence across all channels and materials.
- Lead the production of high-quality content - digital, print, video and social - that tells YouthCARE's story in a way that moves people to engage, give and advocate.
- Manage YouthCARE's digital presence including website, social media and email communications, with a focus on audience growth and engagement metrics.
- Lead media and public relations, positioning YouthCARE as a trusted, authoritative voice on chaplaincy, Christian Values Education, and wellbeing.
- Provide strategic communications support to the CEO for public-facing advocacy, media engagement and sector representation.

Fundraising and Donor Engagement

- Lead YouthCARE's individual giving strategy - acquisition, engagement and retention of regular and one-off donors.
- Develop and manage the regular giving program, with a focus on converting one-off donors to regular supporters and improving donor lifetime value.
- Design and execute fundraising campaigns, appeals and events that inspire generosity and deepen donor connection to YouthCARE's mission.
- Oversee donor communications and stewardship, including personalised acknowledgements, impact reporting and major donor engagement.
- Work with the CFO to ensure donor data is accurately maintained in CRM platform and that fundraising income is properly tracked and reported.

Church Engagement

- Provide strategic leadership to the Church Engagement Team Leader, who sits operationally under the CoSS - ensuring that church engagement strategy developed by the CoE is effectively translated into on-the-ground activity across all regions.
- Develop and implement a church engagement strategy that positions YouthCARE as the key local mission partner for churches across denominations - connecting church communities to the work of chaplains in their local schools and communities, and mobilising them in prayer and as supporters, advocates and volunteers.
- Provide strategic oversight of YouthCARE Councils (YCCs) and YouthCARE Support Networks (YCSNs), ensuring they are well-led, well-resourced and actively connected to the mission.
- Develop and implement a growth strategy for YCCs and YCSNs that honours the commitment of existing supporters while intentionally cultivating the next generation of local advocates and supporters - building networks that are both sustainable and increasingly representative of the communities YouthCARE serves.
- Build and maintain relationships with senior pastors and church leaders across denominational networks - noting that the CEO holds the primary relationship with denominational heads, and the CoE supports and extends that relationship through ongoing engagement, resourcing and communication.
- Develop church engagement resources, events and communication tools that connect church communities to the work of chaplains in their local schools.

Strategic Projects

- Lead YouthCARE's strategic projects portfolio, as directed by and in collaboration with the CEO - identifying, scoping and delivering projects that extend YouthCARE's mission, vision, reach, impact and strategic positioning in the community.
- Identify, evaluate and launch new mission-aligned projects that extend YouthCARE's reach and impact in communities.
- Manage strategic projects with clear scope, budget, timeline and impact metrics, reporting progress to the CEO and ELT.

SportsCARE

- Lead the strategic development of SportsCARE - positioning YouthCARE as a key partner in sports wellbeing across all levels of sport and all sporting codes and associations in Western Australia.
- Build and grow the SportsCARE volunteer base, developing a volunteer recruitment and retention strategy that increases volunteer numbers and deepens the presence of sports chaplaincy across sporting communities.
- Develop and maintain relationships with sporting codes, associations and clubs, ensuring YouthCARE's sports chaplaincy offer is known, valued and actively supported across the sector.
- Ensure SportsCARE chaplains are well-supported, developed and pastorally cared for - establishing a support model that mirrors the standards applied to school chaplaincy across supervision, wellbeing and professional development.
- Work with the COO to identify SportsCARE chaplain training needs and ensure those needs are translated into an effective, targeted training offer.
- Lead the development of a clear SportsCARE chaplaincy model - defining what excellent sports chaplaincy looks like at YouthCARE, and ensuring that model is consistently applied across all sporting contexts and codes.

Events

- Lead YouthCARE's events strategy across both internal and external events - including, but not limited to, Spiritual Leaders Retreat, Formation, Free Coffee Friday, Governor's Chaplaincy Awards, State Chaplaincy Professional Development, Regional Professional Development days, all-staff Town Halls, fundraising events, church engagement events, advocacy events, staff events and stakeholder functions.
- Lead and develop the Events Coordinator, ensuring all internal and external events are planned, resourced and delivered with excellence and reflective of YouthCARE's mission and values.
- Ensure every event is purposefully designed with a clear objective, a defined audience and a measurable outcome.
- Define clear ownership and delivery responsibilities for each event type - distinguishing between events the CoE team owns and delivers end-to-end, events where the CoE coordinates across other teams, and events where the CoE provides strategic oversight while another team leads delivery.
 - Internal events: intentionally build organisational culture, strengthen team cohesion, celebrate mission impact, and embed YouthCARE's values and spiritual life across the whole organisation.
 - External events: deepen relationships with donors, partners, churches and community stakeholders; grow financial and advocacy support; and advance YouthCARE's profile and reputation as the leading provider of chaplaincy and values education in Western Australia.
- Manage events budgets and ensure return on investment is clear and aligned to strategic objectives.

CEO Collaboration

- Function as the CEO's primary partner on all matters relating to external engagement, communications and church relationships - providing regular briefings that equip the CEO for high-stakes stakeholder conversations, media appearances and public advocacy.
- Support the CEO in stewarding relationships with denominational heads - providing the resourcing, communications and ongoing engagement that sustains those relationships between CEO-level touchpoints.
- Collaborate with the CEO on the strategic direction of YouthCARE's public narrative and partnerships positioning, ensuring the CoE's work consistently reinforces the CEO's strategic priorities.
- Partner with the CEO on media engagement and crisis communications - ensuring the CEO is thoroughly prepared for all media appearances, that YouthCARE's public narrative is protected, and that any reputational risks are identified and escalated early.
- Collaborate with the CEO on the identification and scoping of strategic projects - ensuring that projects brought forward align to the mission and strategic priorities of the organisation, are properly resourced, and are delivered with the CEO's visibility and endorsement.
- Proactively surface emerging opportunities and risks from the external landscape - donor trends, church dynamics, media environment, partnership opportunities - so the CEO is always well-informed and ahead of the conversation.
- Own and manage the CoE portfolio budget - covering marketing, communications, fundraising, events, church engagement, partnerships and SportsCARE - with clear accountability for financial performance against targets, reporting to the CEO and ELT at agreed intervals.

Cross-Functional Collaboration

- Work with the Chief of School Services to develop stories, content and partnerships that connect church and community supporters directly to the chaplains and volunteers, and school communities they serve.
- Work closely with the CFO on the corporate partnerships strategy - ensuring the CFO has the frameworks, positioning materials and reporting tools needed to develop and steward corporate relationships effectively.
- Partner with the CFO on donor data, fundraising income reporting, grant communications and major donor strategy.
- Work with the CFO on the financial aspects of YCC and YCSN operations - ensuring church giving, donations and financial contributions through these networks are properly tracked, reported and stewarded in line with YouthCARE's financial governance requirements.
- Lead YouthCARE's staff communications strategy - working with the COO to ensure internal communications reflect the organisation's culture, values and mission, and that cultural initiatives and staff and volunteer recognition are well-supported and consistently delivered.
- Provide the CEO with regular intelligence on the external landscape - donor trends, church sector dynamics, media environment and partnership opportunities.

General

- Contributes to the development and improvement of the performance of the organisation.
- Upholds the Vision, Mission and Values of the organisation.
- YouthCARE upholds and promotes Child Safe policies and procedures.

Key Performance Indicators

Spiritual Formation

- Personal spiritual formation: active and growing engagement in personal spiritual formation - including regular church attendance, engagement in professional pastoral supervision, and intentional personal spiritual formation practices (e.g. prayer, Scripture, retreat, spiritual direction).
- Team spiritual formation: each direct report is actively supported in their own spiritual formation journey - including access to professional pastoral supervision (where appropriate), encouragement of and accountability for regular church attendance, intentional spiritual formation conversations as a standing element of all 1:1s, and connection to spiritual formation resources and opportunities.

Partnerships Strategy and Coordination

- Consolidated partnerships register maintained and current; all portfolio holders reporting partnership activity through the CoE framework.
- Year-on-year growth in the total number of active partnerships across the organisation; growth in partnership value (financial and in-kind) tracked annually.
- Partner satisfaction and retention rates across the full organisational portfolio - assessed through annual partner survey; results used to continuously improve the partner experience year-on-year.
- Quality and consistency of partner communications; partner stewardship touchpoints delivered on schedule.

Fundraising and Donor Engagement

- Year-on-year growth in number of regular donors and total regular giving income.
- Annual regular donor retention rate at or above sector benchmark.
- Total fundraising income achieved against annual target.

Church Engagement

- Growth in church engagement: year-on-year progress in moving churches through YouthCARE's church engagement framework - with a particular focus on increasing the number of churches reaching partnership stage and actively identifying YouthCARE as their key local mission partner, measured across awareness, engagement, collaboration and partnership levels.

- YCC and YCSN growth:
 - (a) Number of active YCCs growing year-on-year.
 - (b) Growth in the number of engaged members across all YCCs and YCSNs annually.
 - (c) Growth in measurable impact per YCC/YCSN - including funds raised, volunteers mobilised and chaplains supported.
- Church engagement framework progress: year-on-year improvement in the proportion of churches across all regions progressing through YouthCARE's church engagement framework - with the number of churches at partnership level growing annually as the primary measure of strategic success.

Marketing and Communications

- Digital reach and engagement: website unique visitors, social media follower growth and post engagement rates measured against annual targets.
- Content quality and brand consistency: brand audit outcomes (annual); quality of key communications pieces assessed against YouthCARE brand standards.
- Communications effectiveness: open rates and click-through rates for email communications; audience growth across all channels year-on-year.

SportsCARE

- SportsCARE volunteer numbers growing year-on-year; volunteer retention rate.
- Number of sporting codes, associations and clubs in active partnership with YouthCARE.
- SportsCARE chaplain satisfaction and support quality (annual survey).

Events

- Events delivered on time, on budget and with clear objectives met; post-event evaluation completed.
- Participant feedback scores for key events at or above target.

Team Development

- Performance reviews completed for all direct reports on time; team capability growing year-on-year; staff retention at or above sector benchmark; team 360 feedback outcomes positive.

Selection Criteria

Essential

- Demonstrated senior leadership experience in marketing, communications, fundraising or partnerships - ideally spanning more than one of these disciplines.
- Proven track record in developing and managing a partnerships framework across an organisation, including coordination of partnerships held by multiple portfolio holders.

- Strong experience in partner stewardship, partner communications and partner experience design.
- Proven track record in fundraising, including individual giving, donor acquisition and retention.
- Strong creative and strategic communication skills - ability to tell a compelling story across multiple channels and audiences.
- Deep personal Christian faith and genuine alignment with YouthCARE's mission.
- Must be actively engaged in the life of a Christian church that affirms the triune Godhead of Father, Son and Holy Spirit.
- Current Working with Children Check and NCCHC clearance, or ability to obtain.
- Current valid driver's licence.

Desirable

- Experience in a not-for-profit, faith-based or community services context.
- Familiarity with CRM platform or similar CRM platforms.
- Experience leading events, including large-scale community or fundraising events.
- Understanding of the WA church landscape and church-community engagement.

Reviewed By:		Date:	
Approved By:	Tamsyn Cullingford	Date:	