



Job Description: Marketing and Fundraising Assistant

Summary Details

Position Primary Objective	<p>The primary objective of the Marketing & Fundraising Assistant is to:</p> <ul style="list-style-type: none"> • Provide broad support to the team, across fundraising, communications, events and administration tasks. • Develop and coordinate engaging written and visual digital content for our communications
Division/Dept.	St Kilda Mums (including Geelong Mums and Eureka Mums)
Location (fixed or flexible)	Fixed: Vale St, St Kilda. Moving to Clayton site in May 2019.

ACCOUNTABILITY	OBJECTIVES	PERFORMANCE MEASURES
Administration	<ul style="list-style-type: none"> • Maximise the income generation of St Kilda Mums through timely and effective administration of fundraising activities, which includes: <ul style="list-style-type: none"> • supporting all fundraising programs • receipting donations • liaising with community groups wishing to fundraise on our behalf • supporting corporate volunteering program • dealing with general fundraising enquiries • maintaining a high level of service and responsiveness 	<ul style="list-style-type: none"> - Donations are receipted, fundraising enquiries are responded to, requests for administrative support are completed: within 2 business days.
Data Administration	<ul style="list-style-type: none"> • Provide support and contribute to the success of fundraising activity, by: <ul style="list-style-type: none"> • building reports within the database 	<ul style="list-style-type: none"> - The effective use of data from our CRM to contribute to our



	<ul style="list-style-type: none"> ● maintaining accurate records in our donor database 	<p>fundraising activity. E.g. Reports of regular givers.</p> <ul style="list-style-type: none"> - Required updates to data within the database are made within a week.
Relationship Management	<ul style="list-style-type: none"> ● Maximise the effectiveness of St Kilda Mums' fundraising revenue generation by liaising with a range of internal and external stakeholders, including: <ul style="list-style-type: none"> ● supporters ● donors ● volunteers ● staff 	<ul style="list-style-type: none"> - Supporter relationships are nurtured with professionalism and a donor-centric approach at all times.
Supporter communications and social media	<ul style="list-style-type: none"> ● Generating highly engaging content across our digital platforms including: <ul style="list-style-type: none"> ● Following and contributing to our communications calendar ● Building relationships with members of our community, including our volunteers, to produce content ● Copywriting, photos and videos for our social media and newsletters ● Utilising social media planning, Facebook advertising and Google Adwords and Analytics 	<ul style="list-style-type: none"> - A collaborative and flexible approach is taken to contributing content and the administration of our supporter communications.
Events	<ul style="list-style-type: none"> ● Assisting in the preparation and execution of events, both internal and external 	<ul style="list-style-type: none"> - As part of a team, we meet the targets for our events



OH&S	<ul style="list-style-type: none"> Maintain optimal occupational health and safety standards in accordance with organisational guidelines. 	<ul style="list-style-type: none"> OH&S policy and practice is adhered to at all times.
Other	<ul style="list-style-type: none"> Perform other duties and responsibilities as assigned 	<ul style="list-style-type: none"> Shows a flexible and willing approach to assisting where needed within our Organisation.

Reporting Relationships

Primary:	Partnerships Manager
Secondary:	Head of Fundraising & Communications
Key Working Relationships:	<p>Internal This position reports to the Partnerships Manager and is part of the Fundraising & Communications team. The role will liaise effectively with staff and volunteers in all three branches (St Kilda Mums, Geelong Mums and Eureka Mums), as required, to assist with targeted fundraising and communications activities, and respond efficiently to enquiries as they arise.</p> <p>External The role will liaise effectively with external suppliers and community supporters, to meet the organisational needs of St Kilda Mums and enhance its fundraising and communications outcomes.</p>

Key Competencies:	<p>Essential</p> <ul style="list-style-type: none"> Digital marketing experience (including producing engaging content for newsletters and social media) Strong administration experience, including ability to use databases to manage customer/donor information (with strong accuracy and high attention to detail) Excellent written and verbal communication, copywriting and stakeholder management skills Proficiency with programs such as Gmail, and MS Office apps (Outlook, Word, Excel, PowerPoint) as well as social media platforms including Facebook, Instagram, Twitter and LinkedIn
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	<p>Desirable</p> <ul style="list-style-type: none"> ● Fundraising experience ● Photography and video skills ● Relevant tertiary qualification (Marketing, Public Relations, Communications, Journalism, Media) ● Digital Advertising (Facebook, Instagram, Google Adwords and Analytics, Tag Manager and SEO) ● CRM experience (Salesforce) and Email Marketing (Campaign Monitor) ● Visual design experience (Photoshop, Illustrator and InDesign)
Key Performance Indicators:	<ul style="list-style-type: none"> ● Achievement of identified performance measures
Personal Attributes:	<ul style="list-style-type: none"> ● Excellent problem solving skills and the ability to effectively prioritise and meet designated timeframes ● Excellent written and verbal communication skills and strong attention to detail ● Highly motivated with the ability to work independently when required ● Ability to work flexibly and cooperatively as part of a small team, dealing with a range of internal stakeholders, including staff, volunteers and donors ● Excellent customer relations skills and the ability to deal with their varying needs ● Passion for delivering a high standard of administrative work, that will enable senior members of the team to focus on more strategic goals

Position Specific Needs: (Tick what is required, or insert)	<input type="checkbox"/> Regular work outside of ordinary (warehouse) hours	<input type="checkbox"/> Regular Saturday or Sunday shift	<input checked="" type="checkbox"/> Valid driver's licence	<input type="checkbox"/> Regular travel within local metro area & state
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Required Company Property	<input type="checkbox"/> Company Smart Phone	<input type="checkbox"/> Company Normal Phone	<input checked="" type="checkbox"/> Company Laptop
	<input type="checkbox"/> Company iPad	<input type="checkbox"/> Company credit card	<input type="checkbox"/>

Agreement

This position description has been discussed and agreed to by both parties.



Incumbent
Name

Incumbent
Signature

Date:

Manager's
Name

Manager's
Signature

Date:
