

Ardoch Marketing Communications Coordinator



Ardoch Youth Foundation is a national not-for-profit organisation working to remove the barriers that prevent children and young people, including those experiencing homelessness and disadvantage, from fully participating in education. Ardoch believes that education provides the means for creating options and choices in life. In 2009 we provided wellbeing support and increased learning opportunities for over 10,000 young people at 40 early learning, primary and secondary schools across Victoria, Brisbane and Perth. We achieve this by linking schools, corporate organisations and communities to generate resources that support and facilitate programs and activities to assist schools, young people and their families.

Reports to: Marketing & Fundraising Manager

Staff Managed: Nil

EFT: 0.8-1.0

Key Functions:

- 1. Communications Support**
- 2. Marketing / Fundraising Program Implementation**
- 3. Fundraising Event Coordination**

Areas of Responsibility:

1. Communications Support including:

- Writing media releases, newsletters, annual report, publications and web content
- Co-ordinating the production of newsletters, annual report, publications and online
- Content management of Ardoch website
- Developing and maintaining relationships with media contacts
- Coordinating the production and distribution of the quarterly newsletter and annual report
- Producing internal marketing / event support materials and ensuring supply of all marketing collateral as required
- Working with external suppliers in the development and sourcing of Ardoch collateral
- Advertising and other marketing communication initiatives as required

2. Marketing / Fundraising Program Implementation including:

- Implementation of donor acquisition, donor retention and regular giving programs
- Campaign management, includes producing briefing documents and campaign schedules, liaising with suppliers (e.g. agencies, mail houses) and stakeholder management
- Development and implementation of online fundraising mechanisms
- Database coordination to maintain high level of data integrity and enable effective campaign monitoring, campaign / data analysis and reporting
- Data entry of fundraising/campaign data high volume periods

3. Fundraising Event Coordination including:

- Contributing to the development and implementation of Ardoch managed fundraising events (logistics, venue, entertainment, etc)
- Coordinating and/or attending corporate and community fundraising events where Ardoch is the beneficiary e.g. golf days, gala dinners, breakfasts
- Sourcing auction and raffle prizes for fundraising at events
- Planning and coordinating PR/media activities for all events
- Analysing, evaluating and reporting on effectiveness of fundraising events

4. Other duties as negotiated.

Key Selection Criteria:

Essential

- Commitment to and understanding of the vision and work of the Ardoch Youth Foundation
- Tertiary qualifications in Marketing or Communications
- Ability to build and maintain external and internal relationships
- Excellent communication and interpersonal skills
- Demonstrated experience in donor relation fundraising
- Demonstrated experience campaign management
- Demonstrated experience or understanding of online / social network marketing
- Demonstrated ability to liaise with a diverse range of people and organisations
- Excellent writing, editing and proof-reading skills
- Ability to manage multiple projects and work to timelines
- Excellent computer skills including proficiency in Microsoft Office

Desirable:

- Experience coordinating fundraising events
- Experience using relationship database system (DonMan)
- Website content management
- Experience using Adobe Illustrator or similar

Employment Prerequisites:

- Current Victorian Drivers Licence
 - Roadworthy Vehicle
 - Successful Working With Children Check and Criminal History Check
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For further information please contact Liz Ruggieri, Marketing & Fundraising Manager on (03) 9537 2414.

Please send applications with statements addressing the Key Selection Criteria to meagan.jones@ardoch.asn.au or Ardoch Youth Foundation, 198 St Kilda Road, St Kilda VIC 3182.

Ardoch is an Equal Opportunity Employer.
