

	<p style="text-align: center;">POSITION DESCRIPTION</p>	<p>Release Date: 12 Jul 2022</p> <p>Revision No: 1.01 Issue</p> <p>1.01</p> <p>Authorised by: CEO</p>
	<p style="text-align: center;">FUNDRAISING, MARKETING & COMMUNICATIONS CO-ORDINATOR</p>	<p>Page: 1 of 3</p>

Hopefield Vision Statement

Flourishing Communities

Hopefield Mission Statement

Hopefield is a Christian, community based, therapeutic and social services organisation that enables people to solve issues by equipping them for change, inspiring hope and transforming lives.

Hopefield Values

Hope, Empowering, Excellence, Compassionate, Respectful, Adaptive

1. PURPOSE OF ROLE

The Fundraising & MARCOMS is responsible for the oversight and achievement of Hopefield's key fundraising, marketing and communication targets and objectives, working closely with Hopefield management.

2. ACCOUNTABILITIES

- CEO

3. POSITION RESPONSIBILITIES

- Responsible for the development of Hopefield's fundraising, marketing and communications plan and the effective execution of the plan to achieve objectives of the role.
- Works with the CEO to develop and execute the annual fundraising and marketing plan.
- Create, oversee, and execute key fundraising activities for the year.
- Create and oversee communication strategy to key stakeholders.

- Build stakeholder engagement including existing stake-holders and new stake-holders by growing Hopefield's presence in the local community.
- Understand and leverage multi-channel, routes to market.
- Build engaging and inviting content for marketing, social media and web presence.
- Able to quickly learn and use key technology platforms including but not limited to Funraise, Mailchimp, Canva, Wordpress, Facebook, Instagram
- Able to operate at a strategic level as well as a day to day operational level. Some day to day operational tasks will include:
 - Assist with online / promotions / digital and print direct marketing
 - Create designs and artwork for posters and digital assets and/or design briefs for Graphic Designer
 - Create promotional material for various Hopefield activities
 - Create Email Campaigns
 - Manage and grow social media presence
 - Website content updates
 - Coordination of the marketing calendar
 - Maintenance of image library

4. QUALIFICATIONS & COMPETENCIES

- Recognised qualifications and/or relevant experience in fundraising, marketing, communication, copy-writing or related discipline
- Positive, solution-focused attitude when handling complex situations
- Excellent communication, grammar and writing skills
- Excellent project management and organisational skills and ability to manage varied and conflicting demands to agreed standards and timelines
- A great deal of personal initiative, creativity and decisiveness
- Work well under pressure
- Knowledge and interest in usage of new media in Marketing
- User experience and/or knowledge of:
 - Desktop publishing (such as Canva)
 - social media channel management platforms (such as Hootsuite, Buffer or Sprout Social)
 - email marketing platforms, database management, and associated privacy requirements.
 - Organisations website using Wordpress

- Print audio and video production – coordinate numerous deadlines with third party suppliers and volunteers
- A creative background (ability to create beautiful design briefs)
- Ability to work at all levels within an organisation and a range of stakeholders both internal and external

5. HOURS OF WORK & REMUNERATION

- Permanent part-time, 3 days (22.5 hours/week), fixed term for 12 months
- Flexibility on hours and days with prior arrangement
- Remuneration based on SCHADS award
- Fringe Benefits Salary packaging

6. REVISION

Date	Issue	Changes
Jul 2022	1.01	Creation