

ROLE TITLE:	Marketing and Communications Lead	BUSINESS UNIT:	Marketing and Communications
DATE:	November 2021	FTE:	1.0
REPORTS TO:	Marketing and Communications Manager (vacant) / Chief Executive Officer	ROLES REPORTING TO THIS ROLE: Marketing and Communications Coordinator; Digital Strategy and Marketing Officer (up to 0.4); Graphic/web designer (0.4)	

APPROVED: **5/11/2021**

ROLE PURPOSE:

International Needs Australia (INA) is a Department of Foreign Affairs (DFAT) and donor-funded and accredited international development organisation that works with the poorest and most marginalised communities, especially women and children, to eliminate poverty and its causes regardless of affiliation. INA is different in our approach to international development and our engagement with Australian supporters because INA:

- focuses on women and children in three key areas: Education, Health and Livelihoods
- works in Southeast Asia, South Asia & Eastern Africa (currently Ethiopia, Uganda, Ghana, India, Nepal, Sri Lanka, Myanmar, Philippines)
- is grounded in Christian values and strives for a just world where all people are treated equally to reach their God-given potential
- commits to in-country project localisation with innovative partners and work through local staff and volunteers. We believe this is respectful and supports the development of more substantial and sustainable partner organisations and community outcomes
- believes in poverty alleviation through a cross-sectoral and holistic approach to community development. This approach lets us partner with donors and other agencies committed to holistic poverty alleviation, focusing on community-prioritised needs
- conducts national education programs with Australian students that align with the Australian curriculum to help youth clarify their personal purpose and increase empathy and understanding of global poverty and the Sustainable Development Goals
- brings our funding contributors and in-country partners closer together and easily co-design projects with all stakeholders to support innovation and alignment of programs

Marketing and Communications aims to increase income and brand awareness to support INA to achieve its Mission. The team:

1. delivers a regular schedule of appeals to inspire active support for INA programs from current and prospective donors
2. acquires new supporters (individual donors, business partners and schools) on a journey to fight injustice and alleviate poverty
3. enhances the donor engagement and journey
4. strengthens engagement with business, trusts and foundations
5. raises brand awareness through advocacy and communications campaigns
6. grows grant income

Reporting to the Manager-Marketing and Communications (vacant) / Chief Executive Officer, the Marketing and Communications Team Leader is a strategic and proactive manager and communicator who has a proven track record of developing and implementing successful marketing and fundraising strategies and collateral, including production and distribution of publications including both print and digital formats, including a website. The role leads and implements strategy fLead development or multi-channel direct marketing campaigns to acquire and retain donors, working across fundraising appeals, donor acquisition, and regular giving programs, and also develops the standard operating procedures to systematise these

activities. This role is dynamic and fast-paced. We are looking for someone who thrives in environments that are high pressure and at times require some juggling and sharp prioritisation.

KEY OUTCOMES:

1. Lead development and implantation of successful marketing and fundraising strategies and supported by digital and printed collateral
2. Coordinating the end-to-end delivery of multi-channelled direct marketing campaigns to acquire and retain donors, working across fundraising appeals, donor acquisition, and regular giving programs
3. Lead development and implementation of social media marketing campaigns
4. Oversight of website development and maintenance
5. Content generation (prepare and develop written content, visual, video) for all marketing channels (including donor and project participant stories), ensuring content is kept up to date across all touch points
6. Ensure internal databases are updated with contact information, correspondence and contacts and segmented to support marketing plans
7. Promote INA's brand through website, social media channels and publications. Ensure branding guidelines are followed across all marketing touch points
8. Coordinating the development of program content, the development of artwork and copy
9. Donor Acquisition: Through consultation and digital content, develop a plan to reach new potential donors with the aim of having them become pledge program supporters through separate projects and/or complementing the existing digital posting workplan and matrix
10. Donor Retention: Through digital and printed newsletters, research reports and content to assist in the development and implementation of donor care and retention strategies. Development of report back to donors. Contribute to the donor and other partner (eg school, business) journey with relevant staff
11. Communications: Lead the development of INA's annual report; write and publish newsletters; maintain INA's social media and online presence, including content generation and oversight of INA's website. Plan and implement a workplan of communications, researching story content appeals and participating in communication projects as required to consolidate, grow and expand INA's work
12. In-house marketing design projects: Assist with design projects, brochures and promotional material as required. Be proficient or able to learn email marketing software such as Mailchimp, Raiser's Edge email marketing as a communications tool. Liaise with in-house staff to facilitate projects
13. Managing supplier relationships for the delivery of appeals
14. Work collaboratively with the International Programs and Marketing and Communications teams to contribute to the enhancement of fundraising programs as required

KEY RELATIONSHIPS / INTERACTIONS

Direct working relationship:

- Manager, Marketing and Communications (vacant) / Chief Executive Officer
- Marketing and Communications Coordinator
- Contracted staff: graphic designer/s
- Digital Strategy and Marketing Officer
- Graphic/web designer

Internal Working Relationships

- Partners and Major Donors Team Leader
- Manager – Finance and Administration
- Donor & Community Relations Officer
- Partnerships Officer
- Manager International Programs

External working relationships

- Graphic designer
- Printing house
- Other external stakeholders as required for the role.



KEY SELECTION CRITERIA

The successful applicant will address the capabilities by providing real evidence through stated and written examples of strategy development and execution, as well as collateral relevant to this role. The responses should demonstrate the capabilities, and the achieved outcomes.

The claims of each applicant will be assessed against the Key Selection Criteria. Applicants should frame their application in the context of the requirements of the role and its key outcomes. The selection panel will assess applications against the capabilities below, taking into consideration the context of the role and any specific abilities that have been identified as being relevant /necessary for the role.

KEY CAPABILITIES: (Essential)

- Developed and delivered successful marketing and communications strategies, through the production and distribution of publications including both print and digital formats including the website.
- Strong results orientation and entrepreneurial approach and high level of perseverance.
- Understand the importance of evaluating data to measure performance and are driven to achieve successful outcomes.
- Commercial thinking - practically applies technical/functional expertise and challenges the status quo in contributing to organisational success.
- Strong project management skills with the ability to work cross-functionally to effectively manage workload, often with conflicting deadlines.
- Support the use of proven ideas and innovation to develop content across external platforms including but not limited to website, social media and publications to support donor and supporter acquisition and retention.
- Ensure professional communications activities and the maintenance of the corporate brand.
- Exceptional attention to detail, effective verbal and written communication skills.
- Ability to use initiative and a desire to drive continuous improvement.
- Strong computer literacy with Microsoft Office and Adobe Creative products, Canva, digital technologies such as website CMS (Wordpress) and Mailchimp.
- Strong commitment to the values of INA.

Desirable:

- Excellent writing skills, with a demonstrated ability to write across a variety of channels and for both specialist and mainstream audiences, translating complex technical information into everyday English.
- Although sound knowledge of and understanding of fundraising practices, including appeals development and management, will be highly regarded, relevant experience in marketing roles will also be highly valued.
- Experience working in a not-for-profit or social purpose setting preferred, but not essential.
- Demonstrable commitment to the cause of international development.

QUALIFICATIONS

Essential:

- A Bachelor's Degree in a related field such as public relations, marketing, digital communications or relevant field and/or at least 5 years of relevant experience in marketing and communications management.

INA VALUES

- We are Christian
- We value and respect people of all ages, gender, race and creed
- We are committed to empowering local communities
- We are a voice for the poor, the disadvantaged and the oppressed
- We are stewards of natural, human and financial resources
- We demonstrate integrity and commitment

SPECIAL CONDITIONS

- A current driver's licence and the willingness to drive is a requirement
- Some out-of-hours work is required
- Inter and Intra-state travel may be required
- The incumbent will be required to achieve performance targets as negotiated and mutually agreed with the CEO
- The successful applicant is required to gain a relevant working with children and other required checks prior to being employed which is required to be renewed as required.
- Australian residency or current works permit is required (responsibility of applicant to provide evidence of a current work permit).