



POSITION DESCRIPTION

Marketing & Communications Advisor

JOB TITLE: Marketing and Communications Advisor

TERMS: Full time

LOCATION: Melbourne, VIC

REPORTS TO: Director, Marketing and Communications

ABOUT PHILANTHROPY AUSTRALIA

Philanthropy Australia is the national peak body for philanthropy. With a vision of a generous and inclusive Australia, we are driven by our purpose to inspire more and better philanthropy.

Our values of Respect, Trust, Humility, Impact, Celebration and Sharing underpin all we do.

We are an independent organisation with more than 700 trusts, foundations, organisations, families, individual donors, professional advisers, intermediaries and not-for-profits as our members and partners. We are a growing movement of people and organisations who believe in the importance of giving and creating positive social change.

Our organisation is made up of passionate, supportive and inspiring people, who are driven by our purpose and values.

Working at Philanthropy Australia means you have access to benefits such as:

- Additional 1 week (pro-rata) of leave for Reflection Leave after 12 months of service
- Flexible and hybrid ways of working
- Employee Assistance Program
- Generous paid parental and partner leave after 12 months of service
- Learning opportunities, particularly around philanthropy, the not-for-profit sector and specific causes.

We are looking for team members who have an interest in philanthropy or philanthropic causes, to put engagement first in all they do and help us reach our ambitious growth agenda.

ROLE PURPOSE

The Marketing and Communications Advisor will support and collaborate with the Marketing and Communications team in delivering the Marketing and Communications Strategy and key deliverables, including digital and traditional content for the Philanthropy Australia website, Better Giving Hub (BGH), member communications, reports and publications.

The Marketing and Communications Advisor will engage directly and effectively with members and the broader community to deliver engaging, current and accurate content for members, encourage member participation in providing content, and be skilled in general marketing production, digital processes and activities. The Marketing and Communications Advisor will monitor Philanthropy Australia and sector media coverage and social media coverage.

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KEY RELATIONSHIPS

- CEO, Senior Management team and Philanthropy Australia staff
- The Marketing and Communications team
- The Membership Services team
- The Policy, Advocacy and Government Relations team
- Media, marketing suppliers and agencies
- Philanthropy Australia members and key stakeholders

KEY RESPONSIBILITIES

- Develop content for all Philanthropy Australia digital and traditional channels and to agreed content schedules in alignment with the Marketing and Communications Strategy
- Under the direction of the Director, Marketing and Communications write, create and publish the weekly membership e-newsletter Philanthropy Weekly (and the public version)
- Liaise with internal and external content authors to schedule new accurate, relevant and timely content and digital assets
- Under the direction of the Director, Marketing and Communications, develop, write, produce, schedule and publish digital content for Philanthropy Australia's member and public audiences including website content, social media content, email campaigns, podcasts and videos
- In collaboration with the Marketing and Communications team, develop and deliver engaging digital assets in line with Philanthropy Australia Brand and Style Guidelines
- Use online tactics, tools or platforms that to monitor, support and evaluate Philanthropy Australia's work
- Upload job advertisements to the Philanthropy Australia website in alignment with Philanthropy Australia's job advertisement service
- Support Philanthropy Australia's membership and events teams to deliver marketing for Philanthropy Australia's events and programs, including assisting with live event capture and coverage as required
- In collaboration with the Director, Marketing and Communications use Philanthropy Australia's media monitoring tool (currently Meltwater) to monitor, track and tag the organisation's and sector media coverage on a daily basis, and generate regular coverage reports using Meltwater's inbuilt tools
- Assist the Director, Marketing and Communications to research, create and develop content for publications, programs and other Philanthropy Australia collateral, materials and communication activities
- Any other work as directed by Director, Marketing and Communications aligned to the role and capabilities

As this is a role supports a national program, the ability to represent Philanthropy Australia when needed, to travel interstate if required, and attendance at events out of normal business hours on occasion.

KEY SELECTION CRITERIA AND CAPABILITIES

- A relevant degree in marketing, digital technologies, media or communications with 3+ years' experience in the industry

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- Experience or capability in producing web and social media content
- Experience or capability in using CMS platforms and social media management tools (such as Wordpress and Hootsuite) to deliver digital content for an organisation
- Experience or capability in using email campaign software (such as Campaign Monitor)
- Experience using graphic design software including Adobe Creative Suite software
- Basic video and audio content capture and editing experience
- Demonstrated ability to produce content in line with agreed plans and schedules
- Excellent writing, editing, presentation and research skills, with the ability to provide diverse writing samples
- Strong interpersonal skills; includes building effective relationships, positive interactions and effective problem solving
- Excellent organisational skills with the ability to prioritise tasks and meet conflicting deadlines.
- Initiative and ability to work with minimum supervision.

DESIRABLE

- Experience or demonstrated understanding of CRMs (such as Salesforce)
- Experience using project management and content planning tools (such as Monday.com)
- Experience using media monitoring and analytical tools (such as Meltwater)
- Experience with survey tools and design (such as Survey Monkey)
- Experience using basic photography, video and audio equipment
- Experience working in, or demonstrated understanding of, membership-based and/or NFP organisations
- A demonstrated interest and passion for philanthropy and the charitable sector will be an advantage

How to apply for this role

To apply please submit your CV and a cover letter outlining your suitability for the role. Links to past work is welcomed. Please send your application to hr@philanthropy.org.au

We are reviewing applications as received and are looking to interview shortly. Please submit your application as soon as possible.

For queries about the role, please email sophie@philanthropy.org.au