

## POSITION DESCRIPTION

<b>Job Title:</b>	Campaign Coordinator, Stillbirth Awareness Campaign
<b>Business Unit:</b>	Fundraising & Marketing
<b>Reports To:</b>	Communications Manager (line manager) Co-CEO Jackie Mead (campaign lead)
<b>Direct Reports:</b>	Nil
<b>Location</b>	Docklands Office – Melbourne (chiefly working from home, with some contact hours)
<b>Position type:</b>	6 month Contract, part-time – 0.5 FTE
<b>Date Updated:</b>	01/12/20

### Position Purpose

The Campaign Coordinator is a key operational role within Red Nose and is responsible for managing the deliverables that sit within the project plan of the Stillbirth Awareness Campaign.

The role will work within the Stillbirth Awareness Campaign to produce compelling communications collateral, plan and implement communication and marketing activities, and support the successful delivery of our communications and campaign strategy.

### Key Internal Relationships

- Communications Manager
- Co-CEOs
- Digital Designer
- Fundraising & Marketing Team
- Bereavement Service Team
- Education, Research & Advocacy Team

### Key External Relationships

- Creative agency
- Media agency
- Production company
- Media outlets
- Community members

### Key Tasks

- Contribute to planning and implementing communication plans and activities within the scope of the national Stillbirth Awareness Campaign.
- Working with the Communications Manager, manage and traffic the work of the creative agency and other external suppliers to the campaign, as well as briefing and trafficking the work of the internal Red Nose digital designer.
- Coordinate the daily management and scheduling of social media content in conjunction with the campaign's social media strategy.
- Assist in planning, writing and editing content for Red Nose and Sands websites ensuring content is engaging and aligns with the objectives of the campaign.
- Assist in producing relevant and compelling communications content to align with the work of the creative agency and the approved content strategy. This may include written content for newsletters, magazines, social media, email campaigns, reports and brochures, as needed.
- Coordinate spokespeople for media opportunities, in conjunction with the PR team within the creative agency (e.g bereaved parents, staff members, subject matter experts, ambassadors)
- Undertake all training required to understand and accurately use Red Nose systems and processes.
- Positively contribute to an excellent high performing team culture.
- Comply with OH&S requirements.

**Experience & Qualifications****Essential**

- Proven experience in project management of creative campaigns, and managing the work of creative agencies and other suppliers
- Proven experience in social media management
- Proven stakeholder management skills and ability to build constructive and effective relationships with external suppliers and internal stakeholders
- Strong attention to detail
- Excellent time management and organisational skills and the ability to handle multiple projects simultaneously while adhering to strict deadlines

**Desirable**

- Experience as a writer and content creator
- Understanding of stillbirth and pregnancy

**Skills & Technical Expertise****Essential**

- Strong and pro-active project management skills.
- Familiarity with creating and scheduling social media content, and analysing metrics
- Ability to use Hootsuite and Google Analytics

**Personal Attributes****Essential**

- High level of personal accountability and integrity
- Empathy, diplomacy and tact, and to be sensitive to the issues surrounding stillbirth
- Ability to “manage upwards”

**Authorisation**

Position description authorised by: Co-CEO Jackie Mead

Employee signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_