

## Position description

<b>Position title:</b>	Digital Marketing Coordinator
<b>Employer:</b>	Baker Heart and Diabetes Institute
<b>Team:</b>	Community and Corporate Relations team
<b>Supervisor/Manager:</b>	Direct Marketing Manager
<b>Date:</b>	February 2021

### Background

The Baker Heart and Diabetes Institute is an independent, internationally renowned medical research facility focused on predicting, preventing and treating cardiovascular disease, diabetes and other related health conditions. We have a long and distinguished history, spanning more than 95 years, with our work critical to today's healthcare challenges.

The Baker Institute is well-positioned to address these challenges with multidisciplinary teams, comprising medical specialists, scientists and public health experts all focused on translating laboratory findings into new approaches to prevention, treatment and care.

Headquartered in Melbourne, we are a key player in research, translation, education, advocacy and health promotion with a staff of more than 450 (including scientists, clinicians and students). Our senior staff represent us on a broad range of government advisory boards, from health and wellbeing to science and innovation. We also collaborate with leading international research groups as part of our commitment to assisting vulnerable communities around the world.

The Baker Institute is funded through a diverse range of sources including competitive grants, Federal and State Governments, service and clinical income and philanthropic support.

### Team

The core objective of the Community and Corporate Relations team (CCR) is to raise funds that enable the Institute to achieve its mission. Programs include:

- Direct Marketing — renewal, retention, acquisition, regular giving, database management, donor administration.
- Bequests — gifts in wills and bequests in perpetuity.
- Community Fundraising — peer to peer fundraising events and activities.
- Major Gifts — relationships with high net worth individuals and private trusts.
- Trusts and Foundations — grant submissions to philanthropic trusts and foundations.
- Corporate Partnerships — sponsorship, endorsement and business development activities.
- In conjunction with Public Affairs, CCR conducts marketing strategies targeted to patients, health professionals, research participants and students.

## Position description

### Nature of environment

The Baker Institute has a project-oriented environment, encompassing a local and multi-site organisational structure. The staff comprise mainly research, scientific and specialist clinical personnel engaged in the capacity of permanent, grant specific and casual employment. The atmosphere is collegial, usually relaxed and informal though busy and often dynamic with frequent deadlines that must be met. The environment is often demanding and challenging with a strong team orientation but also provides the opportunity to work independently and show initiative. The nature of the work also requires a focus on accuracy and detail.

The nature of the CCR environment is deadline driven, fast-paced, with multiple stakeholders and competing priorities.

### Key job requirements, responsibilities and duties

#### Fundraising

Under the guidance of the Direct Marketing Manager:

- Provide support to the CCR team by promoting fundraising campaigns and events via social media channels in a timely manner.
- Enhance the Baker Institute's brand by creating informative online content that encourages dialogue and support to our work.
- Drive traffic to the Baker Institute's website, social media platforms and donation pages.
- Develop email communications that support planned fundraising campaigns and events, and donor care updates (including monthly e-newsletters).
- Maintain and monitor performance of all online communications.
- Liaise with internal and external stakeholders to develop and/or gather contents for direct marketing fundraising activities.
- Make recommendations on a digital communications strategy to support the overall fundraising and donor communication strategy.

#### Lead generation

- Create content that drives data capture for multi-channel donor conversion campaigns.
- Work alongside the Direct Marketing Coordinator to create automated email journeys to optimise donor retention and convert leads to cash donors or regular (monthly) givers.
- Liaise with multiple external fundraising suppliers regarding accurate and timely campaign data results and import files, along with any donor related enquiries.
- Make recommendations on social media targeting.
- Maintain and monitor performance of all online lead-generation initiatives.

#### General

- Work with the Digital Communications Manager in Public Affairs to integrate CCR digital activities within the broader Baker Institute's social media and email communications.
- Build social media followers, newsletter subscribers and determine strategy to convert as supporters.

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- Review and manage content to maintain brand consistency and quality.
- Be aware of new fundraising initiatives and trends in the sector.
- Increase email data for existing records in the database.
- Proactive attendance at staff and team meetings, relevant seminars and regular meetings with suppliers.
- Represent the Baker Institute at internal and external functions and special events as required.
- Provide support across the CCR team as needed.

This role may be directed to perform other duties as directed by the manager/supervisor from time to time and it is a condition of employment that this role complies with any such reasonable requirement.

## Meet statutory requirements of the company

Employees of the Baker Institute must comply with and maintain up to date and accurate knowledge in:

- OH&S legislation
- EEO legislation
- Privacy legislation
- Confidential Information Policy
- Baker Heart and Diabetes Institute Code of Conduct
- Baker Heart and Diabetes Institute Values
- Australian Code for the Responsible Conduct of Research
- Baker Heart and Diabetes Institute Intellectual Property Agreement.

## Requirements of position holder

### Education level

- Relevant tertiary qualification in digital marketing or fundraising.
- Experience in developing digital and/or social media content in a fundraising and/or health sector would be advantageous.
- An equivalent combination of relevant experience and education/training.
- Completion of FIA Fundraising Essentials is desirable.

### Experience

- Minimum of 1-year experience in digital marketing for fundraising or similar.
- Experience in developing online content to attract and engage people, from concept to completion.
- Experience in the not-for-profit sector is desirable.

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### Communication/interpersonal skills

- Excellent written and verbal communication skills.
- Strong relationship management skills.
- Excellent time management and organisational skills, and the ability to remain calm under pressure.
- A high level of professionalism and strong attention to detail.

### Knowledge

- Strong computer literacy in Microsoft Office, particularly Word and Excel.
- Proficient in marketing automation software programs (e.g. Autopilot).
- Proficient in user of website CMS (e.g. Umbraco, Sitecore).
- Proficient in Adobe Creative Suite (e.g. Photoshop, Illustrator, Premier Pro).
- Experience with common social media platforms (e.g. Facebook, Twitter).
- Experience with Facebook Ads Manager.

### Abilities

- Demonstrated ability to inspire and engage with written and visual content.
- Demonstrated time-management ability to meet deadlines without compromising work quality and accuracy.
- Demonstrated ability to work in a team environment as well as autonomously without close supervision.
- Demonstrated ability and willingness to take initiative to improve and enhance existing systems and procedures (quality assurance).
- Demonstrated ability to maintain confidentiality and comply with privacy requirements.
- Demonstrated ability to work across diverse stakeholders.

## Summary of position

The Digital Marketing Coordinator will be developing compelling content to engage existing and prospective donors, supporters and the general public, for the Baker Institute. The role is required to develop and implement a digital strategy, including, but not limited to: effectively and timely delivery of relevant fundraising campaigns and events through social media and online platforms; and analyse and report fundraising and marketing content-related insights. The role will also provide support to the Public Affairs team as needed.

As the Baker Institute evolves to meet its changing strategic and operational needs and objectives, so will the roles required of its staff members. As such, staff should be aware that this document is not intended to represent the position, which the occupant will perform in perpetuity.

This position description is intended to provide an overall view of the incumbent's role as at the date of this statement. In addition to this document, the specifics of the incumbent's role will be described in Key Performance Indicators (KPIs) developed by the incumbent and relevant supervisor as part of the Baker Institute's performance appraisal and development process.

## Position description

*The Baker Institute is an Equal Opportunity Employer and we encourage interest from Aboriginal and Torres Strait Islanders and members of the LGBTIQ+ community for roles within the Institute. We value diversity, inclusivity, gender equity and we promote family friendly practices. We are a proud recipient of an inaugural Athena SWAN Bronze Award from Science in Australia Gender Equity (SAGE).*