

# SURFAID

## **Position: Campaign & Communications Coordinator**

<b>Position Type</b>	<b>Full time (1-year contract)</b>
<b>Location</b>	<b>Remote (Australian east coast preferred)</b>
<b>Start</b>	<b>November or as soon as possible</b>

## **About SurfAid**

Our mission at SurfAid is to improve the health, wellbeing and resilience of people living in isolated regions connected to us through surfing. SurfAid specialises in working in very isolated villages where the maternal and child mortality rates are some of the highest in the world.

Our geographical focus is on the heartlands of surfing, where few visitors but surfers go, making our work unique. We know that simple solutions like hand washing prior to delivering a baby, practising exclusive breastfeeding, and improving nutrition can have an enormously positive impact on the health of women and their families.

We work with each individual community to affect long-term behaviour change. We believe, and our results show, that working with communities to develop their own solutions is the most effective form of aid — a hand up, not a hand out approach.

## **Position Overview**

SurfAid is looking for a passionate Campaign & Communications Coordinator to join our team in a newly created role. This is a diverse position across marketing, communications, partnerships, fundraising and events.

The role works directly with the Marketing and Communications Manager to design and implement the organisational marketing plan to grow the SurfAid brand, increase income and strengthen our existing fundraising portfolio with a focus on our primary P2P fundraising campaign, Make A Wave.

## **Campaign & Partnership Responsibilities**

- Work with the Marketing and Communications Manager to oversee and grow the Make A Wave challenge with a focus on scaling the program globally for 2022.
- Design and implement the end-to-end campaign marketing strategy.
- Work with sponsors and agencies to develop creative materials to promote the challenge.
- Recruit ambassadors, corporates, surf schools, women's surf groups, boardriding clubs, industry surf bodies and other target groups to take part in the challenge.

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- Design and implement a robust online digital journey to maximize our supporter engagement across multiple channels including email, SMS, web and social.

## Communications Responsibilities

- Write and produce regular digital content for the website, social media platforms, newsletter, fundraising appeals, press releases and blog.
- Manage and grow our social media channels.
- Build strong relationships with stakeholders to nurture and retain donors and brand partners.
- General administrative support within the fundraising and marketing team.

## About You

1. You care about purpose-driven work, and have experience in the non-profit or social business sector.
2. You're incredibly organised and an expert at *getting stuff done*, all while managing multiple projects and stakeholders in a professional manner.
3. You're creative. You love writing, content production and are always coming up with new ideas to help solve problems.
4. You're a people person. You thrive on building meaningful relationships with stakeholders and you're an expert at recruiting people to support your project.
5. You love data and use it to inform your decision making.
6. You love collaborating and working in a team but aren't afraid to get stuck into a project and own it.

## Qualifications & Experience

- Minimum two years experience in a fundraising, events, marketing or communications role.
- Relevant tertiary study.
- Proven experience in the operational delivery of campaigns or events including campaign management, marketing plans, recruitment and reporting.
- A talented writer that is confident in producing digital content to a high quality.
- Experience managing social media platforms.
- Natural relationship builder with demonstrated stakeholder management experience.
- An expert multi-tasker, with exceptional organisation skills and proven project management experience.
- Experience in the fundraising industry is highly desirable.
- An active interest in surfing or surf culture.
- Salesforce or similar CRM preferred.

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## **Job Type**

The role is a full-time contract of 38 hours a week on an initial one year contract, with the opportunity to stay on a permanent basis based on performance.

## **Location**

This is a remote role but we would prefer a candidate based on the east coast of Australia to line up time zones with the rest of the team. Flexibility to work meeting times around global contacts is required.

The SurfAid office is based in Alexandria, NSW. Proximity to visit the office occasionally is desired but not required. Some travel to surf cups and fundraising events may be required out of hours.

## **To Apply**

Please email your cover letter addressing the essential selection criteria and your CV to Laura Casaceli, Communications & Marketing Manager at SurfAid on [laura@surfaid.org](mailto:laura@surfaid.org)

Applications will be reviewed on a rolling basis, please apply as soon as possible.

Note: A current Working with Children Check and Police Check is required, or be willing to obtain these within the first month of starting the role.