



Position Title:	Marketing and Events Coordinator
Function/ Program:	Inclusion Foundation
Site/ Location:	Hawthorn East, Melbourne
Hours:	30.4 hours per week
Contract:	Permanent

ORGANISATION AND POSITION OVERVIEW

We see an inclusive world where people with Down syndrome are equal, active, and respected members of society. Together, we stand proud, we raise our hands in the air, and we say to society, to business, to governments, to everyone, and to anyone... count me in!

The Inclusion Foundation champions the inclusion of people with Down syndrome through two key programs;

emotion21 – A dance, fitness and wellbeing program designed for people with Down syndrome from ages six and up. The program has proven success in building on participants cognitive abilities, eye-hand co-ordination and motor skills. It is also designed to improve collaboration and socialization skills and build supportive communities.

Impact21 – Unique employer-led employment programs that lead to long term meaningful open employment in which both employer and employee are supported by the Inclusion Foundation. The programs promote social and civic inclusion, encourage greater independence, and develop participants’ work skills. Real work, with real wages for real people.

Reporting to the Fundraising, Marketing and Communication Manager, the Marketing and Event Coordinator will be responsible for engaging the community with the Inclusion Foundation through social media, digital advertising, website, newsletters and manage all our events (online and offline).

This is a varied hands-on role so flexibility, adaptability and a ‘can do’ attitude is a must!

KEY RESPONSIBILITIES

Social Media and Digital Communications (60%)

- Create and maintain Social Media Calendar for all Inclusion Foundation activities
- Collect and develop content for regular posts and stories about Impact21, emotion21 and Inclusion Foundation, including collating images and consent from relevant parties
- Monitor all social media accounts and offer constructive interaction with users
- Develop video content briefs for video development and liaise with relevant team members and external contractors. Includes creating video briefs and coordinating logistics of video development.
- Produce and present regular monthly performance reports
- Update and maintain website content including blog posts and event calendar details

- Create and deliver regular EDM's, and electronic newsletters for various internal and external audiences including donors, volunteers and program participants
- Create online fundraising platforms for peer-to-peer fundraising events
- Deliver key direct marketing activities
- Improve digital journeys and tactics to optimise communication touch points
- Implement supporting digital activities for fundraising campaigns, including appeals, community fundraising and corporate partnerships to grow income from digital channels

Event Planning and Management (40%)

- Manage key events end to end including
 - Planning and booking venues, equipment and other event logistics
 - Coordinate communications and invitation lists
 - Set up and management of the event
 - Coordinating all event related administration requirements
- Implement inaugural community fundraising event
 - Set up third party platform
 - Coordinate online communications
 - Manage donation and event queries
 - Deliver fundraising income reports

Key Performances Indicators (KPIs)

- Digital advertising campaigns (internal and agency) developed and implemented on time, within budget and to meet campaign objectives
- Reports and campaign evaluations delivered on time during and post-campaign (which clearly measure outcomes, learnings and recommendations)
- Provision of effective digital marketing support to all areas of the organisation, including but not limited to email marketing, website updates & analytics, social media
- Successful delivery of key events on time and on budget
 - Annual Presidents Lunch
 - Annual Impact21 Graduation Ceremony
 - Annual Concert
 - Parent's Open Day (as needed)
 - Midyear Community/Peer to Peer fundraising event (via third party platform)

KEY SELECTION CRITERIA

Skills

- Creative and digitally savvy, with skills and experience in content production and creating engaging video content for all social media platforms
- Demonstrated project management skills
- Strong analytical skills
- Excellent written and verbal communication skills with high attention to detail

- High level negotiation and networking skills with an ability to think creatively and liaise effectively with a diverse range of people
- Strong time management and organisational skills
- Flexible, professional, engaging, and outgoing to connect with stakeholders and supporters
- Ability to multitask with competing priorities
- Be self-motivated, proactive and the ability to work independently

Knowledge

- Strong digital marketing skills particularly in email, website, and social media
- Campaign reporting
- Demonstrated understanding and proficiency in using WordPress, MailChimp, FB, IG, Twitter and LinkedIn business suites (Required)
- Hands on experience of Google Analytics, email marketing platforms, and CMS management (Desirable)
- Experience of optimisation through test and learn methodology (Desirable)
- Solid understanding of not-for-profit organisations would be advantageous
- Knowledge of creative software such as Adobe, Canva or Indesign advantageous
- High computer literacy with proficiency in Word, Excel, CMS, CRMs and EDMs