



# The Hunger Project.

AUSTRALIA

**The Role:** Marketing and Communications Executive  
**Location:** Sydney, NSW (but also open to remote locations). WFH/on site hybrid.  
**Reports to:** Head of Marketing and Communications  
**Position Type:** Permanent full-time  
**Salary range:** \$75,000 p.a. plus super + NFP salary packaging

## **THE ORGANISATION**

The Hunger Project is a global, non-religious, non-profit organisation working to sustainably end world hunger. Through training and education, we empower local communities in Africa, South Asia and Latin America to take effective and sustainable action in the areas of health, education, adult literacy, nutrition, improved farming and food security, microfinance, water and sanitation and HIV/AIDS prevention.

## **THE ROLE AND RESPONSIBILITIES**

This is a fantastic role for an emerging marketing and communication professional to build upon their few years of experience.

A typical day involves writing and building email sends, segmenting lists from our CRM, creating engaging social media posts and creating content for our corporate partners.

You'll need to know your way around digital (Facebook, Canva, Insta, MailChimp, WordPress), be able to write copy across a range of channels, be a self-starter (the Head of Marketing and Comms will manage you remotely from Melbourne), creative and curious.

### **Key experience desired:**

A good knowledge is required of the following tools and platforms (or similar):

- CRM (Raiser's Edge) and integration with email marketing platforms (eg, Mailchimp), including list creation and management, and EDM and e-news creation, publishing and reporting
- CMS websites (Wordpress), including an understanding of SEO principles and content best practice and full content publishing capability
- Social media platforms (including Facebook, LinkedIn, Instagram and YouTube) and social integrated publishing platforms (Hootsuite).
- Multimedia content creation tools (Canva or Adobe Creative)
- Analytics interpretation and reporting, including email data and website traffic (eg, Google Analytics)

**We're looking for someone who can:**

- Develop and publish social media content that engages, retains and achieves strategic goals of broader marketing and communications strategies
- Manage, create and deliver segmented email campaigns and ongoing email communications
- Copywrite for a range of marketing and communications material (such as social, newsletters, website content)
- Manage a content library and database, including associated records management (such as consent forms)

**Personal attributes**

- Motivated self-starter who loves to take initiative
- Enthusiastic team player who also works well independently
- Ability manage workload across multiple projects
- Passionate about joining a global movement of people from all over the world playing a part in ending world hunger

The Hunger Project is an Equal Employment Opportunity (EEO) employer and strongly encourages people from all backgrounds, abilities, and identities to apply for any vacancies.

Applicants will be considered on the basis of qualifications, merit, and business need.