



Position Description

Position Of	Campaign Activation Coordinator	
Incumbent		
Reports To	GM, Fundraising and Marketing	
Time	Full Time (1.0 EFT)	
Reports	Nil	
Approved By	CEO	Date 19 May 2026

1. Organisational environment

Vision

People with epilepsy have equitable access to education and employment, feel safe and connected in their community and no longer die from their epilepsy.

Mission

Reduce the impact of epilepsy on people's lives.

Our values

The Epilepsy Foundation is committed to policies and practices that reflect and require respect for fellow workers and those we serve. To this end we aim to enact our values of:

- **Equity and access** – ensuring that people living with epilepsy get a fair go and can connect to appropriate supports and services.
- **Participation and inclusion** – engaging people and building effective relationships based on a shared purpose.
- **Resourcefulness and innovation** – seeking better ways to do more with the resources available to us.
- **Trust and integrity** – displaying integrity in everything that we do thus enabling the people who rely on us to have confidence in our motives and abilities.
- **Accountability** – fulfilling our responsibilities and obligations.

Organisational context

The Epilepsy Foundation provides support for people living with epilepsy and their families to help them live better lives as defined by them.

Our services include information, advice and support, case management, as well as education and training, social and psychological research and advocacy for and with people with epilepsy.

We work to raise awareness of epilepsy in organisations and in the broader community to reduce stigma and create a more welcoming and inclusive society.

2. Position summary

The Campaign Activation Coordinator plays a key role in supporting the delivery and activation of Walk for Epilepsy, the Epilepsy Foundation's flagship peer-to-peer fundraising campaign.

Working closely with the fundraising and marketing team, this role is responsible for helping drive campaign participation, supporter engagement, fundraising momentum, and campaign activity throughout the active campaign period. The role focuses on campaign execution, stakeholder coordination, participant engagement, and event coordination to help deliver an outstanding supporter experience and maximise fundraising outcomes.

This is a fast-paced, hands-on role suited to someone who is highly organised, people-focused, proactive, and passionate about community engagement and fundraising campaigns.

3. Key Responsibilities

The position is responsible for but not limited to the following:

Campaign Activation & Supporter Engagement

- Support the day-to-day activation and delivery of Walk for Epilepsy.
- Build and maintain positive relationships with participants, fundraisers, ambassadors, volunteers, sponsors, and internal stakeholders.
- Encourage and motivate participants and teams to actively fundraise and engage with campaign activities.
- Conduct participant outreach via phone, email, and digital channels to drive engagement and fundraising outcomes.
- Support stewardship activities including thanking, milestone recognition, and participant follow-up.
- Assist with responding to participant enquiries and providing campaign support.

Content & Community Coordination

- Coordinate the collection of participant, ambassador and community content including stories, testimonials, photos, and self-recorded videos.
- Liaise with supporters and stakeholders to facilitate campaign participation and content opportunities.
- Work collaboratively with the marketing team to support campaign storytelling and community engagement initiatives.
- Identify opportunities to highlight participant fundraising efforts and campaign impact.

Event & Activation Support

- Assist with the coordination and delivery of campaign activations and events including:
 - Treadmill Challenge
 - Talk the Walk Day
 - Double Donation Day
 - Walk for Epilepsy events and activities
- Support event logistics, stakeholder coordination and on-the-day delivery as required.
- Assist with volunteer and participant coordination during campaign events and activations.

Stakeholder Coordination

- Support engagement with sponsors, ambassadors, community groups, supporters, and internal teams.
- Assist with coordinating campaign communications and activity across stakeholders.
- Maintain accurate stakeholder and participant records within campaign systems and databases.

Administration & Reporting

- Assist with campaign administration, tracking, and reporting.
- Monitor participant engagement and fundraising activity to identify opportunities for supporter outreach.
- Support campaign evaluation and post-campaign wrap-up activities.
- Undertake other campaign-related duties as required.

4. Position dimensions

4.1 Level of supervision/accountability

The GM, Fundraising and Marketing monitors the performance of this position on a regular basis. The incumbent is required to demonstrate sound judgment to effectively prioritise the workload and to maintain a high quality in the service they provide.

The precise Key Performance Indicators will be determined annually and in conjunction with the GM, Fundraising and Marketing. These can be varied in agreement by all parties from time to time depending on the focus required from the organisation.

4.2 Decision making authority

The incumbent has the authority to decide day-to-day work-related issues within the key responsibilities and duties. A budget and expenditure responsibility will be allocated for particular activities of the role in managing income and expenditure. All other decision making relating to expenditure must be in line with the EF delegation of authority. Any issues falling outside these areas are to be referred to the Line Manager.

4.3 Flexible Work Hours and Travel (if applicable)

To meet the requirements of this role the incumbent must be able to maintain flexible work hours.

5. Position competencies/selection criteria:

To be successful in this role you will need the confidence to deal with a diverse and changing work agenda with enthusiasm and flexibility demonstrating:

5.1 Personal attributes

The successful candidate will demonstrate:

- Enthusiasm and initiative
- Strong interpersonal skills
- A positive and collaborative attitude
- Empathy and professionalism
- A willingness to be hands-on during busy campaign periods
- Passion for community impact and supporter engagement.

5.2 Skills & Experience

Essential

- Experience in fundraising, events, community engagement, campaigns, or stakeholder coordination.
- Strong relationship-building and communication skills.
- Highly organised with strong attention to detail and the ability to manage multiple priorities.
- Confidence engaging with supporters, participants and stakeholders via phone, email and in person.
- Ability to work collaboratively within a team environment.
- Strong administrative and coordination skills.
- Proactive, adaptable, and solutions-focused approach.
- Intermediate digital skills including Microsoft Office and CRM/database systems.

Desirable

- Experience working in peer-to-peer fundraising campaigns or not-for-profit organisations.
- Experience supporting community fundraising or events.
- Familiarity with social media and supporter-generated content coordination.
- Current driver's licence.

Safety screening and other requirements specific to this role

Employment is subject to Disability Worker Exclusion Scheme requirements*

Employment is subject to a satisfactory Police Check

Employment is subject to a satisfactory Working with Children Check

First Aid Certificate

Current Driver's Licence

Title	Name	Signature	Date
CEO	Nicole Coulthard		

*As part of the pre-employment screening process, prospective employees must be checked to ensure they are not on the List.