Job Title – Marketing and Fundraising Coordinator

Reports To – Operations Manager

Hours Of Work – Two days a week, with additional hours required around major project delivery

About The Everyday Foundation	At The Everyday Foundation we are on mission to see that no one on the Sunshine Coast goes hungry. We want to provide a place of connection and community and pathways for people to break free from poverty. Our aim is that people leave feeling supported, cared for and empowered to make positive changes in their life and the lives of their family, so that they would know their value and worth and have a hope filled future not restricted by the needs of today.
Purpose of role	Maintain and build strong strategies to promote effective internal and external communication. Working closely with the Operations Manager to develop and execute wider organisational strategy to fulfil each respective goal. In addition, support the Foundation with marketing and communication efforts to build the awareness of the brand and showcasing the incredible work of the organisation to the wider community. The role supports and leads fundraising efforts including grant writing, with additional projects throughout the year at key campaign times.
Main duties and responsibilities	**Core objectives include:** **Internal and External Communications:** • Develop and execute effective communication strategies for team alignment on key initiatives and wider organisation strategy. • Develop and maintain key messages for use across the organisations. • Support in the communication with stakeholders, including donors, volunteers and community partners. **Marketing and Branding:** • Manage brand identity and to develop consistent messaging across all communication materials. • Oversee the design and production of marketing collateral, including brochures, reports, and promotional materials. • Work with external stakeholders to develop and manage content for the organisation's website, social media platforms, and email campaigns. • Support individual project brands and social media profiles **Public Relationships Media:** • Cultivate relationships with media outlets and aim to secure press coverage for key initiatives and events. • Draft and distribute press releases and media kits. • Serve as one of the primary points of contact for media enquiries **Fundraising and Campaign Support:**

	• Develop in collaboration with program leads, donor engagement campaigns, overseeing the development of the quarterly newsletter and campaign specific communications. • Lead and assist in writing grant applications and impact reports. • Coordinate marketing and events management efforts for fundraising events. • Collaborate with Operations Manager on major fundraising events. **Reporting:** • Track and report on marketing, communications and fundraising efforts. **Key Projects – Annual Campaigns:** • Hope Hampers • Love Food, Give Food • Beans For Beanies The above list is not exhaustive, and the role may change to meet the overall objectives of the company.
Other duties	Fulfil other duties as required by management and other department personnel as requested/required.

PERSON SPECIFICATION

Qualifications	• Marketing, communications or relevant industry qualifications
Experience	• Marketing, communications, public relations • Strong writing and editing skills • Strong interpersonal and stakeholder engagement skills • Project management and organizational skills
Skills & competencies	• **Non-judgmental –** accepting of all people regardless of their faith, secularity, ethnicity, ability, social or health status. • Understand **Vulnerability** and work to create places where people feel safe and secure. • Show **Empathy –** take the time to understand another's point of view, experiences and emotions. • Work to **Empower** those you work with so that they can make choices that lead to growth and positive life change. This includes understanding power imbalances and actively working to redress these. • **Customer service focused:** committed to providing exceptional customer service across all channels – written, phone and face to face. • **Communication:** the ability to communicate clearly and concisely, both verbally and written**,** varying communication style depending upon the audience. • **Attention to detail:** excellent attention to detail and written skills when communicating with others, both internally and externally. • **Teamwork and Collaborative** • **Time management/organisation**: accomplish objectives effectively within time frame given and carry out administrative duties within portfolio in an efficient and timely manner.

Personal attributes	• Dedicated and committed to the work they do – always giving 100% • Generous • Friendly • Professional approach • Ability to work well under pressure • Confident manner • Positive approach to change
Other	• Must be able to obtain a “Working with Children” blue card

This job description serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. You will be expected to perform other job-related tasks requested by management and as necessitated by the development of this role and the development of the business.

ACKNOWLEDGEMENT

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

SIGNED BY YOU

....
Employee Date

SIGNED BY MANAGEMENT

....
Manager Date