

# Position Description



**Alannah & Madeline  
Foundation**

Keeping children safe from violence

Position title: Marketing Coordinator  
Department: Communications and Fundraising  
Reports to: Head of Marketing  
Job type: Full time  
Date: May 2019

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## ABOUT THE FOUNDATION

The Alannah & Madeline Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania, on 28 April 1996. In memory of his daughters, Walter Mikac and a small group of volunteers set up the Foundation with the belief that all children should have a safe and happy childhood without being subjected to violence. The then Prime Minister launched the Foundation on 30 April 1997.

The Foundation:

- identifies issues that adversely affect the wellbeing of children; we work to help them recover, and protect them from bullying and violence.
- works across the spectrum of prevention and care to deliver state-of-the-art, evidence-based programs and products.
- works with the best minds to identify and reduce significant threats to children's safety through innovation and partnerships.
- speaks out on the need for systemic change to build a supportive and safe society.

The Foundation is committed to child safety. Our Child Safe Policy outlines our safe practices for children.

Our values are Caring, Friendliness, Respect, Responsibility, Valuing Difference and Including Others.

## POSITION IN CONTEXT

Reporting to the Head of Marketing the Marketing Coordinator is a member of the Communications and Fundraising team and has accountability to support the delivery of the Foundation's marketing strategy. This role serves to work with a range of stakeholders to deliver campaigns and initiatives across the marketing mix ensuring the day to day needs of the Foundation are met.

## FREEDOM TO ACT

The Marketing Coordinator works according to the policies and procedures of the Alannah & Madeline Foundation.

# Position Description *cont.*



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## MAJOR JOB RESPONSIBILITIES

- Developing marketing material and collateral and contributing to marketing campaigns and other marketing initiatives.
- Managing print and mail house and other supplier relationships.
- Creating content and assisting with managing websites, EDM and social media.
- Monitoring and managing marketing intelligence to assist with informing marketing decisions.
- Producing internal communications as required.
- Other tasks as requested by the Head of Marketing and the General Manager of Communications and Fundraising.

## KNOWLEDGE, EXPERIENCE AND REQUIREMENTS

- At least 3 years' experience in a Communications or Marketing team.
- Tertiary qualification in Marketing (preferred).
- Strong experience with eDM delivery platforms such as Mailchimp and Campaign Monitor.
- Working knowledge of WordPress and other CMS.
- Experience with social media platforms and effective marketing processes.
- Working knowledge of CSS and HTML.
- Well-developed communication skills, experience and maturity to relate effectively with internal and external stakeholders.
- Exceptional ability to multi-task and project manage with superb attention to detail and a "can do" positive attitude.
- Ability to work independently and within a collaborative team environment.
- Interest and/or experience in non-profit communications and digital.
- Working with Children Check and Police Check.