

Position Description

Marketing Co-ordinator



Role Title: Marketing Co-ordinator	Department or Function: Fundraising
Reports to: CEO	Number of Reports: Volunteers as needed

ROLE PURPOSE

To implement Lifestart's Marketing, Fundraising and Communications (MF&C) Strategy to maximise opportunities for Lifestart to enhance its position in the not for profit marketplace, raise Lifestart's profile as a provider of choice and increase its donor and fundraising income.

To ensure that the strategy is implemented within the context of an increasing reliance on web based activities which are responsive to new media and which maximise participation by existing and potential supporters of Lifestart.

To contribute to Lifestart's marketing and fundraising goals through the management of successful events and programs in partnership with other key stakeholders.

Key Result Areas

New Media Marketing and Fundraising

- Develop the new media strategy.
- Ensure that Lifestart makes the most of new media to engage with a wide range of audiences.
- Develop new media initiatives and remain abreast of the latest developments in relevant technology and implementation which can enhance Lifestart's return on investment.
- Establish and maintain appropriate online marketing systems to support the strategic direction and growth of Lifestart.
- Identify opportunities for common systems or efficiencies which reduce operational costs.
- Develop compelling and effective new media campaigns, aimed at:
 - building brand awareness and profile
 - increasing supporter loyalty
 - Increasing client and supporter engagement, and increasing revenue.
- Build awareness of Lifestart brand and profile using new media capabilities and position the brand in accordance with the strategic direction of Lifestart.
- Manage online creative campaigns to acquire new supporters cost effectively.
- Evaluate of website hits and search engine optimisation.
- Develop, implement, and maintain Lifestart's Donor Management Program (including database).

Planning and Development of Events

- In conjunction with CEO and Accountant develop cost-benefit analysis framework for assessing new fundraising event opportunities.
- In conjunction with CEO and Accountant develop guidelines for fundraising teams to organise and repeat Lifestart events.
- In conjunction with the CEO, Branch Liaison Officer and other key stakeholders seek out marketing and fundraising opportunities and events which can contribute to Lifestart's goals.
- In conjunction with the CEO develop a fundraising events plan, building on existing events, sourcing and identifying new events which can raise the profile of Lifestart and generate income.
- In conjunction with the CEO, third part events managers / contractors and other relevant stakeholders ensure that events and programs reflect and are in keeping with Lifestart's brand.
- Work with the CEO to develop or shape events which emanate from partnerships.
- Work with the Branch Liaison Officer to utilise and guide event management capabilities of P&F Committees and Fundraising Committees.

Planning, Management and Execution of Events

- Work with the CEO, Branch Liaison Officer and other key stakeholders to develop an annual fundraising campaign calendar containing a mix of all current events and campaigns plus the development new activities.

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- Work with the CEO and Accountant to set agreed fundraising targets (as defined in the annual budget).
- Work with the CEO, third party events managers / contractors and other key stakeholders to implement the events calendar.
- Ensure that the fundraising calendar events occur as planned and meet projected revenue targets.

Stakeholder Management

- Develop and co-ordinate communications materials, including media and community relations, utilising traditional and new media channels.
- Develop terms of reference for event committees.
- Work closely with the Branch Liaison Officer to ensure appropriate, marketing, fundraising and communication supports are provided to the branches to maintain quality control and consistency in those areas of activity.
- Work closely with the Branch Liaison Officer to ensure that branch initiated events are in keeping with Lifestart brand.
- Complete sponsorship compliance reports.

Marketing

- Implement a sound marketing strategy which utilises both traditional and online methods.
- Ensure that all new media marketing complements Lifestart's traditional methods.
- Implement e-marketing activities.
- Ensure that all marketing activities are in keeping with the Lifestart brand.
- Ensure that all marketing materials are in keeping with the Lifestart brand.
- Ensure all marketing communication is disseminated in a timely and professional manner to all involved parties.
- In conjunction with CEO, Head of Intervention Services and other key stakeholders develop a rigorous marketing strategy to market Lifestart's services using new media and traditional methods.
- In conjunction with the CEO develop sound marketing strategies to promote the introduction of Lifestart Private to increase service delivery within Lifestart and to address current unmet needs in the community.

Communications

- Optimise the member, staff, supporter and potential supporter experience of Lifestart's website by ensuring that the site is user friendly, informative, up to date with content and innovative.
- Provide support and advice to internal stakeholders, including staff and P&F Committees on maximising Lifestart's use of all online activity, including social networking and digital channels such as SMS, podcasts, blogs and interactive television.
- Provide support and advice to Lifestart staff and members on technological considerations of online marketing activities, including social media and online applications, service delivery and supporter engagement.
- Engage public relations advice to maximise media opportunities for various events.
- In conjunction with administration staff ensures that all letters of appreciation are forwarded in a timely manner following marketing or fundraising events.

Membership and Volunteer base

- Review ways in which new media can be used to cultivate a strong volunteer and member base through internet forums and social networking.
- Recruit, brief and co-ordinate volunteers from corporate partners, community groups, individuals and other sources.

Financial Management and Reporting

- Ensure that any revenue derived from e-merchandising, events and other fundraising activities is processed in a timely and accurate manner.
- Work with Lifestart's Accountant to ensure that reporting mechanisms are accurate and reflect the full costs of activities and events.
- Provide regular management information reports to the CEO.
- Provide a monthly report to the CEO for distribution to the Board.
- Work with the CEO and Accountant to develop metrics to assess return on investment.

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Person Specification	
<p>Qualifications</p> <ul style="list-style-type: none"> ▪ Tertiary qualification in marketing / communications or similar area. ▪ <p>Experience and Knowledge</p> <ul style="list-style-type: none"> ▪ Sound practice base in new social media. ▪ Proven experience in marketing, developing and management of successful events in the not for profit or corporate sectors. ▪ Sound knowledge and understanding of fundraising principles and practices. ▪ Sound knowledge and understanding of marketing principles and practices. ▪ Public Relations, communications and new social media and copy writing ▪ High level corporate sponsor/ fundraising cultivation. ▪ Proven success in creating and executing online income generating and marketing campaigns including email, e-marketing and banner advertising campaigns. ▪ Demonstrated experience in campaign analysis. ▪ Experience with donor databases. 	<p>Key Relationships</p> <p>Internal</p> <p>Board of Directors Lifestart staff P&F Committees</p> <p>External</p> <ul style="list-style-type: none"> ▪ Donors and corporate partners. ▪ Volunteers. ▪ Event participants / attendees/ guests. ▪ Third part events managers / contractors. ▪ Suppliers. ▪ Government funders. ▪ Foundations. ▪ Non-government agencies. ▪ Peak marketing and fundraising bodies.
Skills	Personal Attributes
<ul style="list-style-type: none"> ▪ Strong analytical skills. ▪ Highly developed communication skills. ▪ Ability to research, plan, organise, develop a robust database and build support. ▪ Strong administration and co-ordination skills, with attention to detail. ▪ Well-developed team management skills, and a track record of building and motivating teams. ▪ Strong project management skills. ▪ Strong management/budgeting skills. ▪ Demonstrated knowledge of digital marketing techniques. ▪ Excellent understanding of, and experience with, social media, online communications and copy-writing. ▪ Excellent time management skills and proven experience in managing competing tasks and meeting deadlines. ▪ Solid digital strategy knowledge and knowledge of key technologies and Applications. ▪ Investigate and trial innovative service delivery where possible. ▪ Database entry skills with high degree of accuracy and experience with banking and financial reporting. 	<ul style="list-style-type: none"> ▪ Innovative, enthusiastic, positive thinker. ▪ Self motivated and ability to use initiative and work independently. ▪ Innovative, enthusiastic, positive thinker. ▪ Ability to prioritise tasks and manage time effectively. ▪ High standards of delivery. ▪ Ability to be a team player and contribute to the team's overall efficiency. ▪ Enthusiasm, drive, energy, creativity. ▪ Capacity to work in a fast-paced, diverse and demanding work environment. ▪ Relationship builder and team player who is able to gain the respect of his/her peers, and negotiate with peers to gain agreement. ▪ A high achiever with passion for new media including social networking and an ability to keep abreast of emerging technologies, interpreting and converting related marketing opportunities.

Approved by: Suzanne Becker, Chief Executive Officer

Date: 2 August 2010