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| **Position Title** | Fundraising and Digital Marketing Assistant | Tenure | 0.6 EFT |
| **Reporting to** | Stacey James | Job Title | Marketing, Communications and Fundraising Manager |
| **Located** | Level 1, 363 Camberwell Road Camberwell Melbourne |  |
| **Document created by** | Stacey James | April 2022 |
| **Approved by** | Leanne Raven CEO | **April 2022** |

**Crohn’s & Colitis Australia (CCA) Vision**

At CCA we dream of a future that is free of Crohn’s and colitis. We empower people to live fearlessly while we help search for a cure.

**CCA Purpose**

**We believe in being fearless.**

At CCA we’re about **improving quality of life** by helping people understand, respond to and actively manage their care. We want people to be authentic and unapologetic about their Crohn’s or Colitis, whether that leaves them laughing or crying.

**On our journey to finding a cure,** our ambition is to **empower and support** our community encouraging innovation, advancing quality of care and facilitating new knowledge informed by deeper research.

Fundamentally, we are an advocate and an educator, leading tough conversations about taboo topics.

We know being fearless means there will still be bad days, bad months, or bad years – this is a long term and life-altering condition – it’s about giving people the courage, confidence and the ability to face things head on.

**Because in fearlessness, there is strength**

**Position Purpose**

The primary purpose of this role is to provide assistance with day-to-day business and delivery of the national fundraising, marketing and communications activities for Crohn’s & Colitis Australia (CCA). The role will support the activities of CCA’s awareness, fundraising and digital marketing campaigns that generate awareness in the community of Crohn’s disease and ulcerative colitis, collectively known as inflammatory bowel disease (IBD).

These campaigns also support fundraising through an annual appeal and events, (both online and face to face), held throughout the year that aid in funding the programs and services that CCA provide to IBD patients, their carers and health professionals.

The role will have responsibilities including, peer to peer (community) fundraising support, digital marketing and communications support, EDM development and assisting with the coordination of national events and fundraising.

The position will be based at the Crohn’s & Colitis Australia head office in Camberwell, Victoria and reports to the Marketing, Communications and Fundraising Manager. There is some flexibility to work from home when required.

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| **Duties & Responsibilities** |
| **Peer to peer (community) fundraising** - Take responsibility for the day-to-day stakeholder engagement:* Communicate with peer to peer (community) fundraisers and support their fundraising activities from their initial contact with CCA through to the end of their activity. (eg: email Community Fundraising Kit (where applicable), find out how CCA can support their fundraising activity, post support materials, maintain regular communications in the lead up to their event or activity, support and encourage them and thank them for their efforts once activity is complete.
* Keep and maintain an up-to-date register of all community fundraisers.
* Maintain fun run and events calendar on CCA website.
* Maintain and update CCA’s presence on 3rd party fundraising platforms
* Monitor new fundraisers that appear on 3rd party fundraising platforms and communicate with these people, offering support of their fundraising activities
* Setting up CCA on new 3rd party fundraising platforms (when required)
* Email or post certificates of appreciation/fundraise authority letters (where applicable).
* Reviewing and updating the community fundraising page on the CCA website as required

**Maintain CCA’s giving platforms (for fundraisers, regular giving and workplace giving)*** Keep and maintain an up-to-date information of all regular givers, workplace givers and gift in Will enquiries.
* Assist with the growth of giving programs through writing digital communications materials for distribution to CCA members and other key targeted stakeholders encouraging their involvement with CCA.
* Keep CCA’s presence date on 3rd party giving and fundraising platforms including Facebook/Paypal Giving, My Cause, Go Fundraise, Ritchies Community Benefits etc.
* Source new fundraising platforms to grow donors and opportunities for new income streams

**Electronic communications (social media and e-news and members’ magazine) -** Assist with CCA’s day-to-day communications: * Assist with maintaining CCA’s social media calendar
* Source and prepare content for social posts ready for approval including user generated content.
* Proactively search for topical, interesting, and relevant social posts to share with the Crohn’s and colitis community
* Assist in creating IG stories and ideas for IG reels to share on CCA’s social platforms
* Source relevant and interesting research article and recipes for Member’s e-news
* Compile information, stories and photos of community fundraisers that can be featured in Inside Insight magazine, social posts, CCA’s annual report and other communications.
* Arrange social posts to promote fundraising platforms and activities eg: My Cause, Play for Purpose, Entertainment etc.

**Other communications** – compiling community fundraiser and donor stories* Assist with the sourcing and compiling of relevant and interesting personal stories and photos of fundraisers and other key stakeholders that can be featured in social posts, members’ e-news and other digital communications such as Inside Insight magazine and CCA’s annual report
* Assist with collating and editing personal stories and photos that can help contribute to awareness campaigns such as Crohn’s and Colitis Awareness Month, World IBD Day and the Live Fearless Challenge.

 **Events and online forums** – Incl. the Live Fearless Challenge (LFC) and Crohn’s and Colitis Awareness Month* Participate as an active member of the Live Fearless Challenge team that organises this national event each year
* Source user generated stories/content and interesting information, writing and collating the LFC EDMs emailed each week to participants during the LFC
* Review and updating the LFC website as required in preparation for the following year’s challenge
* Assist with laying the LFC EDMs out in Mailchimp ready for circulation to the LFC participants each week of the challenge
* Draft LFC post event survey questions in Survey Monkey for approval and distribution
* Draft communications to the LFC ambassadors for approval by manager
* Communicate with external contacts about the World IBD Day, ‘Shine a Light’ campaign and book light up sites to support this initiative
* Posting and tracking merchandise orders and stock levels.
* Assist with audio-visual tech ’requirements for live online information forums
* Attend live online forums and events and monitor questions from the attendees.
* Assist with face-to-face CCA member and donor events.

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| **Records Management*** Keep up to date records of community fundraisers, LFC ambassadors, light up campaign sites and other key marketing and communications stakeholders.
* To ensure the confidentiality of personal stories and data is respected and maintained in line with the Privacy Act.

**Other*** Maintain a calendar of planned marketing, communications and fundraising events and activities.
* Respond to general enquiries regarding peer-to-peer fundraising
* Conduct an annual stocktake of all Live Fearless Challenge and CCA merchandise.
* Be available for occasional interstate travel and to work afterhours events as required.
* Any other duties as may be reasonably expected, and which are commensurate with the level of the post.
* Adhere and comply with the provisions of CCA’s policies and procedures.
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**Major Challenges:** Limited and minimal staff mean that resources are always scarce. It is essential there is clarity and open communication between all key internal and external contacts.

**Environment:** Not-for-profit sector organisation with multiple & various stakeholders and heightened cost-conscious governance.

**Job Scope:** This position has no direct reports.

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| Person Specification |
| Education |
| **ESSENTIAL*** Tertiary marketing, fundraising or communications related university qualification or working towards this qualification.
* Proficient in Microsoft Office applications, Mailchimp and Survey Monkey
* Intermediate to advanced word processing skills
* Experience in scheduling social media posts
* Experience in writing e-newsletters for niche audiences
* Highly organised and meticulous attention to detail
* Ability to work both independently and in a team environment.
 | **DESIRABLE*** Experience in digital marketing, communications, fundraising and/or events.
* Experience using social media scheduling tools
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| Skills and Experience |
| CRITICAL SKILLS & EXPERIENCE REQUIRED* Highly organised and able to work on multiple tasks and prioritise tasks
* Experience and a strong understanding of posting and sharing on social media platforms including use of hashtags and sharing stories and reels on Instagram
* Able to work to tight deadlines and meet them
* Outstanding written and verbal communication skills for fundraising and events
* Able to follow CCA’s style guide and tone of voice for external communications
* Well-developed interpersonal skills and the ability to deal with and support a wide range of people, including senior members of the management team and other external stakeholders
* Communicate with external parties such as community fundraisers, LFC participants and other stakeholders key to the success of fundraising and awareness campaigns
* Demonstrate a high attention to detail and organisational skills
* Capable to writing for different audiences including social media, member’s magazine and EDMs.
* Ability to work both independently and in a team environment with minimal supervision.
* Meticulous attention to detail – able to check information and verify data and stories
* Current driver’s licence
 | **DESIRABLE SKILLS & EXPERIENCE*** Ability to learn and understand medical terminology related to Crohn’s disease and ulcerative colitis
* Interest in creating video content for social media platforms
* Empathy for people living with chronic illnesses
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