

Position	Marketing & Fundraising Coordinator	
Key Requirements (Qualifications, Skills, Knowledge and Experience)	<p>Essential Qualifications/Experience:</p> <ul style="list-style-type: none"> • A degree in Marketing or related discipline and/or equivalent experience • Event/project/relationship management experience • Demonstrated high level digital marketing skills • Superior writing, editing and proofreading skills • Excellent organisation and time management skills • Exceptional communication skills with demonstrated success working with a diverse range of internal and external stakeholders to produce high quality communications • Proficient working with InDesign and Mac • Advanced use of Microsoft Office (Word, Excel, PowerPoint) • Current full Driver's License • National Police Check is required for all roles at LCM <p>Desirable:</p> <ul style="list-style-type: none"> • Partnership management experience • Understanding of, and experience in the not-for-profit and philanthropic sectors • Experience using CRM database to support fundraising activity and analysis • Experience with website management and e-news platforms • Retail marketing experience • Ability to work independently and as part of a wider team 	
Summary of Role	This position assists the Fundraising & Marketing Manager to deliver a range of marketing and fundraising activities across the organisation. The position requires the employee to develop working relationships with a range of internal and external stakeholders.	
	Key Responsibilities	Key Performance Indicators (observable and measurable)
Marketing	<ul style="list-style-type: none"> • Coordinate and deliver activities outlined in annual Marketing Plan • Manage all digital media platforms • Prepare and deliver marketing communications to internal and external stakeholders • Prepare monthly marketing activity reports • Develop and manage marketing collateral for use across the organisation • Conduct surveys and collate data for marketing purposes 	<ul style="list-style-type: none"> • Activities are successfully delivered, and objectives are achieved in line with the Marketing Plan. • Platforms are managed as required and are accurate and up to date. Annual marketing objectives are met. • Communications are of a high standard, delivered in line with communication plan timeframes. • Reports are delivered on time and show effective and efficient use of resources. • A high standard of collateral is produced and meets Marketing standards, objectives and timelines. • Recording of data is timely and accurate.



Fundraising	<ul style="list-style-type: none"> • Maintain accurate records using CRM system • Coordinate Fundraising campaigns in line with annual calendar • Assist with special events • Assist in delivery of Stewardship Plan • Data entry of grant and donor related information • Prepare campaign mail outs • Prepare monthly Fundraising reports 	<ul style="list-style-type: none"> • CRM system is accurate and up to date. • Campaigns are delivered as specified in Fundraising Strategy. • Events are of a high standard and stakeholders provide positive feedback. • Stewardship plan is adhered to and objectives are met. • Maintain accurate records • Communications are accurate and delivered in-line with designated timeframes • Information is accurate and up to date
--------------------	---	---

LAUNCESTON CITY MISSION VALUES

Faith	We have confidence that ethical actions will bring good results.
Justice	We take personal responsibility to uphold what is pure, right and true.
Compassion	We invest whatever is necessary to heal the hurts of others.
Flexibility	We are attentive and responsive to the changing needs in our community
Enthusiasm	We express joy in our work as we give it our best effort.

I confirm I have read and understood this Position Description.

Name of Worker: _____ Signature: _____ Date: _____