
Position Details

Position Title:	Communications and Social Media Specialist
Organisation:	Mother's Day Classic Foundation
Work Location:	Level 23, 150 Lonsdale Street, Melbourne, VIC 3000
Employment Type:	Full Time
Position Reports To:	General Manager, Fundraising and Marketing
Direct Reports:	Nil

Role Purpose

The primary purpose of this role is to tell the MDC story, communicate the fun and heartfelt MDC brand and event experience and build strong online communities. This will be achieved through the creation and administration of personality driven written content for multiple audiences across a range of media including; website, blog, social media, email marketing as well as traditional marketing forms, and to drive the growth of Mother's Day Classic participation and fundraising strategies.

Key Accountabilities

Content creation and management

- Creation of written content to multiple audiences across a range of digital media including; website/ blog, social media, email marketing as well as traditional marketing forms.
- Manage the strategy and execution of social media channels, with a focus on driving growth and engagement.
- Creation of written content for email campaigns, social media, scripts, speeches & presentations in line with MDC brand personality and tone of voice.
- Research and create ambassador stories, alongside the National Media Manager
- Work on campaign fundraising journey communications with key partners including competitions and incentives.
- Understand key timing of all digital touchpoints.
- In conjunction with the key team members, manage the creation of the partnership and team captain tool kits
- Write content for website with a focus on effective SEO and SEM
- Monitor and evaluate reach and conversion from communications journeys

Social media

- Communicate the Mother's Day Classic tone of voice and brand personality through engaging social media content
- Create innovative content to attract new participants including stories, videos, partner content, competitions and event specific information
- Drive improved engagement across Facebook, the Facebook Group, Instagram and LinkedIn
- Drive growth on all social media channels

- Work closely with the Graphic Designer to deliver branded visual content
- Creation of dynamic digital content including video and Instagram stories
- Work with advertising agency to ensure paid social advertising strategy aligns to brand voice and achieves business objectives
- Stay up to date with emerging social media trends to help improve the marketing and communications strategy
- Report on social media performance and make optimisations to improve results

Communications and marketing strategy

- Driving participation through creative marketing strategies and communication plans, tailored to a range of target audiences
- Help to develop strategies to drive growth and sustainability of MDC fundraising, alongside fundraising agency
- Identify opportunities to enhance existing fundraising messaging, channels for promotion, recognition, rewards, triggers and incentives.
- Create content for acquisition-based marketing to different segmented areas such as schools, corporate and community groups, as well as volunteers.
- Research/source high profile ambassadors and key influencers to increase awareness and reach.
- Develop and manage Team communication strategy, including EDM content,
- Develop MDC's social media communications strategy and manage execution of all social media posts, advertising, communications and deliverables for MDC and its relevant partners
- Manage advertising placement and creation of briefs for any paid on in kind advertising space

Relationship management

- Manage relationships with agencies and contractors including fundraising agency, advertising agency, the National Breast Cancer Foundation (NBCF).
 - Work closely with key fundraising partners to facilitate the delivery of a fundraising marketing strategy.
 - Work on social media shared content with partners and stakeholders.
 - Work with internal partnerships team to deliver content for sponsors.
 - Recruit and manage Event Ambassadors for media and PR opportunities
 - Work with Community Ambassadors to develop case studies for MDC.
 - Nurture relationships with Mother's Day Classic alliance organisations for mutual promotion opportunities.
 - Provide analytical results of communications journeys to key partners post event.
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Qualifications/ Experience

- Tertiary qualified in communications or marketing with a focus on copywriting and social media
- Significant experience in content creation across a range of media, including social media, direct email marketing, website and long-form blog style writing.
- Understanding of Funraisin, Salesforce and Campaign Monitor is beneficial but not essential
- Experience in the events or not-for-profit industry is highly beneficial.

Key Competencies

- Excellent written skills and strong attention to detail
- Relationship management
- Project management
- Analysis & problem solving