

## Marketing and Communications Coordinator

Join a dynamic, passionate, impact orientated charity to drive marketing and communications initiatives to ultimately help ensure that every Australian Jewish couple facing a challenging fertility journey has the support they deserve to try and build the next generation.

- **Work from home, 2 days a week, flexible working hours**
- **Take ownership for the execution of Marketing and Communications**
- **A dynamic, broad and varied role**
- **Competitive salary**
- **Excellent career development over the next 24 months**

### Role Summary

This role will report directly to the Executive Director and you will be responsible for executing marketing and communications campaigns, platforms and initiatives to deliver AJFN's fundraising and brand awareness objectives. This role is responsible for (but not limited to) developing and managing the social media channels, marketing collateral, activities and strategies to support the AJFN to reach their strategic growth targets. This is an excellent opportunity for a hands-on Marketing Coordinator who is looking for growth opportunities over the next 24 months.

### Key Responsibilities

- Develop the content and execution of a marketing and communication plan across a variety of channels including; social media, website, EDM's, in-clinic comms, community outreach and key events.
- Lead and deliver end-to-end campaigns for events and appeals to meet set KPIs and objectives, maximise impact and ROI.
- Measure campaigns performances using appropriate digital marketing metrics, reporting and make recommendations for future activities
- Proactively work with the Executive Director, Marketing and Events Committees to assist with all marketing collateral, including creation of marketing materials.
- Lead on sourcing and creating content for key fundraising campaigns and activities including copywriting and basic graphic design for all print and digital platforms.

## Skills & Attributes

- Proven experience in marketing (minimum three years' experience), coupled with relevant tertiary qualifications.
- Hands on marketing generalist who is happy to "roll their sleeves up" and get involved in all marketing aspects
- Strong technical understanding of marketing and related capabilities.
- Excellent presentation skills
- Experience in the execution of strategic marketing plans and managing content creation through to completion
- Successful track record in leading and executing campaigns and delivering successful results
- Partnership and stakeholder management skills
- Exceptional attention to detail
- Strong communication skills, both written and verbal and highly service oriented.
- Experience with content management systems & EDM platforms
- Proficient in use of design software (Adobe CS or Canva)
- Experience using Google Analytics, Facebook Ads Manager and Google Adwords (desirable)
- Experience in using a CRM
- Copywriting skills
- Demonstrated ability to work autonomously
- Excellent planning and organisational skills and the ability to prioritise effectively while managing competing demands and adhere to tight deadlines.
- "Can do" attitude
- Strong knowledge of the Australian Jewish Community (essential)

This is a unique opportunity to work for an incredibly respected, trusted and growing charity together with a team who are dedicated and passionate about the work that they do - ultimately helping create more little miracles, and opening the conversation around infertility in our community.

If this sounds like you, please submit your resume, along with your cover letter to [shterny@ajfn.org.au](mailto:shterny@ajfn.org.au) by Monday 3 August. Please include some samples of your work. For further information please contact Shterny Dadon 0410-348-770 [shterny@ajfn.org.au](mailto:shterny@ajfn.org.au)



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## About the AJFN

### Our Vision

The Australian Jewish Fertility Network (AJFN) believes that no Australian Jewish couple should ever feel alone on their fertility journey. They deserve to have the support they need to help build the next generation.

### Our Mission

For those couples struggling to achieve their dreams of having a baby, the AJFN is a beacon of hope, offering financial and emotional support and encouraging open and honest conversations about infertility within the Jewish community.