



HEALTHIER, LONGER,
BETTER LIVES

Position Details

Position Title:	Social Media and Marketing Specialist
Organisation:	Mother's Day Classic Foundation (MDCF)
Work Location:	Office 101, Level 1, 13 Cremorne Street Cremorne 3121
Employment Type:	Full Time or 4-5 days per week.
Position Reports to:	General Manager, Fundraising and Marketing

Role Purpose

The Marketing Specialist at Mother's Day Classic (MDC) is the organisational centre of the marketing team. This role coordinates all marketing activity across the website, social media, email marketing, ambassadors and PR supporting the MDC marketing strategy to grow participation and fundraising. This includes the creation and curation of content across all channels and the management of social media channels and growing and supporting our community including participants, ambassadors and volunteers.

Key Accountabilities

Coordination:

- Coordinate all marketing activity in line with the marketing and fundraising strategic plan.
- Manage the marketing calendar to ensure campaigns are clearly briefed and executed across all channels.
- Manage all marketing and fundraising related administration tasks in support of the marketing and fundraising team.
- Coordinate key marketing and fundraising related functions and events leading into the Mother's Day Classic including the MDC media launch

Social Media:

- 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.
- 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, TikTok, Instagram and LinkedIn and other channels as required.

Communications & Content:

- Creation of written content for multiple audiences across a range of channels (website, email, reports etc) aligned with MDC's tone of voice and brand personality.
- Work on campaign fundraising journey communications with key partners including competitions, promotions and incentives, including the coordination of all competition terms and conditions and permits.
- Create content for acquisition-based marketing to different segmented areas such as schools, corporate and community groups, as well as volunteers.
- Plan and brief marketing email content.



HEALTHIER, LONGER,
BETTER LIVES

- Working with Graphic Designer to content management of website

Relationships & PR

- Coordinate relationships with agencies and contractors including fundraising agency, advertising/communications agency, PR agency, Ovarian Cancer Research Foundation (OCRF) and the National Breast Cancer Foundation (NBCF).
- Recruit and manage Ambassadors for media and PR opportunities.
- Work with Community Ambassadors to develop case studies for MDC.

Reporting

- Provide analytical results of communications journeys to key partners post event.
- Report on social media performance and make optimisations to improve results.
- Monitor and evaluate reach and conversion from communications journeys.
- Support with general marketing reporting

Fundraising

- Manage and administer MDCF's Fundraising Guidelines including the administration and issuing of an Authority to Fundraise to all individuals, organisations or groups intending to fundraise for the MDCF.
- Identify opportunities to enhance existing fundraising messaging, channels for promotion, recognition, rewards, triggers and incentives.

Qualifications/ Experience

- 3-5+ years experience in similar role and/or qualified in communications or marketing with a focus on social media and copywriting
- **Social Media Expertise:** Proficiency with platforms such as Instagram, Facebook, META, YouTube
- **Photography:** Skills in shooting and editing photos ideal
- **Email Marketing:** Familiarity with EDM platforms and best practices for email campaign management.
- **Website Management:** Familiarity with website content management systems and website content creation
- **Copywriting:** Ability to craft engaging captions, posts, and email content.
- **Analytics:** Understanding of KPIs like engagement rates, click-through rates, and conversions.
- Experience in Funraisin or Campaign Monitor is beneficial but not essential.
- Fundraising experience and/or experience in the events or not-for-profit industry is beneficial.

Key Competencies

- Highly organised multitasker able to manage diverse projects.
- Excellent written skills and strong attention to detail
- Relationship management
- Project management
- Analysis & problem solving