



THE FUNDING NETWORK

AUSTRALIA

Marketing Communications Manager

Reports To	CEO
Employment status	Permanent, full-time
Direct reports	None
Working relationships	General Manager, NFP Manager, Events Manager and VIC State Director
Location of role	Level 7, 1 Chifley Square, Sydney

Overview

Over the past five years TFN has shaken-up giving in Australia by leveraging the power of the collective. We've facilitated more than \$10 million in financial and in-kind support for over 220 grassroots non-profits and social enterprises doing innovative work in their communities. By bringing together everyday donors with ground-breaking social entrepreneurs, our unique live-crowdfunding experiences create a real community connection between people in need and people who care.

Vision & Purpose

Our vision is ultimately to create a more equitable Australian society, with a social sector that has the connections and resources it needs to thrive. Our role in that effort is to build the capacity of innovative grassroots programs, by democratizing giving and facilitating deeper community engagement.

Our Values

- Work together to help others.
- Love what we can do and believe in what we can achieve.
- Embrace innovation to create change.

Our Programs

1. **TFN Live** - Our annual series of national, public, live crowdfunding events.
2. **TFN Learn** - Our consulting division, teaching other organisations how to run private live crowdfunding events, and coaching social entrepreneurs how to pitch.



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The Role

The Marketing Communications Manager is an exciting, creative role at the heart of TFN's management team, supporting our CEO, GM and board of directors. Your strategy and work will ensure TFN's consistency of voice and messaging across all channels and audiences. It will suit a practitioner with broad communications skills and experience, as the responsibilities range from strategy and planning, to the implementation of email marketing campaigns, PR, social media storytelling, basic design, photography and filming, as well as digital SEO and SEM. TFN is a small, entrepreneurial, non-profit, so our communications activity is highly integrated and content-lead.

Retention activity for our 12,000+ broad network focuses on impact storytelling and thought leadership by sharing inspirational content via email and social media. However, the TFN brand is poised for growth over the next three years, so a large part of your role will be to establish a more pro-active growth strategy by communicating the TFN proposition to new corporate, foundation, government and non-profit clients (B2B). As well as continuing to take TFN's brand message about collective-impact and community engagement to the broader public.

The Marketing Communications Manager works closely with the CEO, GM, Events Manager, Non-Profit Partnerships Manager, and our Victorian team.

Key Responsibilities

Marcomms Strategy

- Develop and implement TFN's marketing strategy to drive brand awareness and business growth, ensuring it delivers on our 3-year strategic goals.

Event marketing

- Manage the delivery of all communications for our schedule of public and private live crowdfunding events to stakeholders including non-profits and donors, through our own website, social media, email marketing, partnerships, digital media and PR to drive attendance and awareness.
- Collaborate with, and support communications managers from our non-profit, corporate, foundation partners and clients, to develop event materials and maximise all promotional opportunities.

Non-profit Alumni

- Work with our NFP Manager to deliver a quarterly Alumni bulletin to provide increased opportunities for our Alumni to engage, upskill and build their network.
- Manage and regularly update our alumni website and Impact Storytelling toolkit.



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- Develop community engagement strategies to maintain strong relationships with our non-profit partners.

Thought leadership & PR

- Position TFN as a thought-leader in grassroots social innovation and new forms of giving, by securing an annual schedule of speaking engagements, opinion pieces and blogs.
- Develop and execute a media strategy to expand TFN's brand awareness beyond the social and philanthropic echo chamber to a broader audience.
- Build and maintain solid relationships with mainstream and sector media on behalf of TFN.

Copywriting and marketing collateral

- Develop marketing materials, including annual reviews, key messaging documents, quarterly bulletins, media releases, case studies, event invitations impact reports and other materials as required.
- Manage relationships with key partners, clients, suppliers and service providers/agencies to maximize content production and output.
- Edit short videos in Premiere Pro and develop engaging primary content. Undertake basic image manipulation and simple video editing.

Digital Marketing

- Oversee all day-to-day digital communications, including managing our website CMS, Campaign Monitor, our social spend and Google Adwords account.
- Design and develop an engaging digital content plan for all earned and owned channels and regularly publish across Facebook, Twitter, LinkedIn, YouTube and Instagram, via Hootsuite.

Other responsibilities

- Set and manage the annual marketing budget ensuring delivery on-time and within budget.
- Manage the collection, analysis and interpretation of data in Campaign Monitor and Salesforce to develop future engagement tactics.
- Oversee the integration of Campaign Monitor with Salesforce.
- To support event delivery some evening work is required.



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Capabilities & Experience

- Tertiary qualifications in a relevant discipline.
- 5+ years in marketing communications (agency or client side).
- Excellent copywriting.
- Experience pitching to and managing strong journalist relationships.
- Excellent interpersonal communication.
- Mid-level budget and project management (up to \$100k).
- SEO & SEM (Google Ads).
- Photography and basic video recording.
- Confident experience using the following technology platforms:
 - Google for Work and Microsoft 365.
 - Salesforce, HubSpot or other digital CRM systems.
 - Social media (FB, Insty, TW, YT, LI) and Hootsuite.
 - Campaign Monitor or other Email Marketing software.
 - Photo and video editing capabilities (Photoshop, Premiere Pro, Canva)
 - Basic website CMS (eg. Squarespace, Wix, wordpress)

Personal Attributes

- Committed to social change.
- A natural collaborator.
- Highly organized.
- Strong execution skills with outcome orientation.
- Attention to detail and confidently numerate.
- Thrives on variety and breadth of tasks and challenges.
- Ability to work well with others under pressure.
- Resourceful and agile.

Key Performance Indicators

- Growth of TFN's brand awareness, specifically our email database and social media network.
- Innovative thinking regarding marketing communications, both brand and tactical.
- Increasing engagement with TFN websites, emails and content across all platforms.
- Growth in conversions from marcomms to event registrations and white label enquiries.
- Increasing the output of quality video content.
- Increasing the number of placements or coverage in mainstream media.
- Positive performance feedback from managers and colleagues.



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[Application Instructions](#)

If you're interested, let us know why and include a cover letter outlining your experience and resume (in PDF format) to Tom Hull, General Manager, The Funding Network at tom.hull@thefundingnetwork.com.au

We look forward to hearing from you.

www.thefundingnetwork.com.au

The Funding Network is an equal opportunities employer.