

ROLE STATEMENT

Role Title:	Marketing and Supporter Engagement Coordinator
Department/ Team:	Engagement
Location:	This role can be undertaken anywhere in Australia provided you can access one of our capital city offices regularly when required.
Reports to:	Group Manager Marketing and Supporter Engagement

SU Australia's Vision & Mission

SU Australia is an interdenominational Christian movement committed to supporting children, young people and their families to discover life through the provision of school chaplaincy services, camps, community-based missions, schools ministry, and at-risk youth programs. SU Australia also offers nationally recognised training programs in youth work through the SU Institute of Training (RTO 30548).

SU Australia is part of the worldwide Scripture Union movement, a movement of Christians working with churches to make God's Good News known to children, young people, and families and to encourage people of all ages to meet God daily through Bible reading and prayer. (su.org.au)

SU Australia is a charitable 'limited by guarantee' not-for-profit organisation comprising more than 1,000 staff and thousands of volunteers, working with churches, and serving in communities in all states and territories across Australia.

All SU Australia staff and volunteers are empowered and equipped to champion a child safe culture and are committed to the highest standards of safety and care in our work with children, young people, and families.

Purpose of Role

As the Marketing and Supporter Engagement Coordinator, you will be responsible for providing administration support for the wider team. Your role will be varied, no day will look the same. Reporting directly to the Group Manager Marketing and

Supporter Engagement, you will be highly organised, a jack-of-all trades and able and willing to jump in to get tasks done. You will be part of a team providing creative solutions to grow support for the movement and meet the fundraising needs of SU Australia and its many stakeholder groups. You will provide administration support in terms of large mailouts, stock and print ordering, while being the office contact person for our dispersed team. You will be comfortable working with suppliers and contractors, and happy to try your hand at content writing, events coordination, and production assistance where needed.

Together with the wider team, you will generate more awareness for the SU Australia brand and grow mission by assisting in the development of high quality materials.

You will be an emerging marketing, communications, and fundraising professional, interested in the inner workings of a mid-sized department, and able to assist with emotive storytelling, graphic design, photography, or videography. You will have an understanding of social media, and be interested in event management. This is a very varied role, perfect for someone who wants to define their speciality. You will feel confident working collaboratively with a range of stakeholders, delivering projects on time, in a positive manner.

You believe that children and young people are precious and you will nurture a culture and commitment to their safety within the team.

Key Relationships

Primary Internal Stakeholders	<ul style="list-style-type: none">• Marketing and Supporter Engagement team• National Leadership Team• Executive
Other Internal Stakeholders	<ul style="list-style-type: none">• Group Managers• Shared Services Department• Volunteers
External Stakeholders	<ul style="list-style-type: none">• Supporters• Agencies and Consultants• Production Contractors and Suppliers• Ministry participants, beneficiaries, users and customers

Key Accountabilities

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Accountability areas	Responsibilities
Administration Skills	<ul style="list-style-type: none"> • Highly organised with the ability to manage and oversee tasks in many different areas • Skilled in Google Suite • Assist the Group Manager Marketing and Supporter Engagement with arranging meetings, and other organisational tasks. • Packing and mailing • Filing and storage of items in the compactus and storage cupboards • In office assistance for the wider team located across Australia, you will be the point person to receive and disseminate collateral accordingly and ensure stock levels are maintained.
Marketing and Fundraising Skills	<ul style="list-style-type: none"> • You possess some marketing skills for example, content writing, graphic design, photography and film, and can utilise these skills to assist the team where needed. • Has to ability to draft story content for a range of publications including newsletters and emails • Collaborates with stakeholders to understand needs • Understands the fundamentals of fundraising, and can assist with tasks to complete initiatives • Attends to scheduled tasks appropriately, being mindful of deadlines, so that the needs of the organisation are met • Has knowledge of production and postage through mailhouses • Has a basic understanding of database systems • Demonstrates strong experience when working with agencies, consultants, contractors and suppliers for projects where outside help has been sourced • Contributes positively towards the outcomes of each project, using available skills, talents and tools
Supporter Engagement	<ul style="list-style-type: none"> • Assists in the execution of cross channel communications that grow support for the organisation

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	<ul style="list-style-type: none"> • Works closely with the field teams to source stories and also engage supporters with their mission activities • Correctly represents SU Australia's brand in all materials and written content • Utilises fundraising techniques in content • Can create briefs for graphic design, or video and photography content and provides feedback for changes in a polite and concise manner
Events	<ul style="list-style-type: none"> • Has experience in event coordination • Has a keen eye for detail, and understands how to create a successful event • Experience in creating runsheets, organising venues and catering • Enthusiastically assists the Events Manager in the creation and organisation of a range of events such as professional development conferences, fundraising dinners, and localised meetings
Team contribution	<ul style="list-style-type: none"> • Contributes to the immediate team and the broader teams in SU Australia • Confidently presents ideas during team meetings • Collaborates with others when the needs for a project require skills and abilities that others possess • Participates in SU Australia devotion activities including prayer retreats • Participates in wider organisation-based activities and learning opportunities • Demonstrates behaviour in line with a child safe culture • Complies with WHS requirements • Protects own health and safety • Protects the safety of others. Report hazards, risks and all incidents.

Qualifications and experience

- Minimum of two (2) years' experience in either fundraising, events, marketing or administration required.
- Tertiary qualifications in one of the above mentioned fields or a related discipline are preferred.

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Competencies	
Competency areas	Definitions
Technical / Professional	<ul style="list-style-type: none"> • Demonstrates skills in either copywriting, graphic design, event coordination and/or similar areas of administration. • Has an organised and positive work ethic • Understands how to the fundamentals of fundraising, marketing and events • Understands brand guidelines and how to maintain these • Has knowledge and confidence to present concepts for team consideration • Remains up-to-date with industry developments, trends and new tools • Excellent written communication skills • Excellent administration and organisation skills • Self-starter, and able to organise time well.
Attention to detail	<ul style="list-style-type: none"> • Accomplishes tasks, no matter how small, showing concern for all aspects of the job. • Accurately undertakes processes and tasks. Ensuring others can rely on the accuracy of work completed. • Can work across a range of tasks easily
Collaborates	<ul style="list-style-type: none"> • Works effectively with others in the organisation (including fellow team members and people in other teams) to accomplish organisational goals and to identify and resolve problems. • Is happy to apply themselves across a range of different skill sets to see projects completed.
Communication (verbal and written)	<ul style="list-style-type: none"> • Uses effective interpersonal skills to present ideas and views to individuals or groups (including nonverbal communication). • Places a high value on clear and concise communication in order to keep the team informed, and ensure all are in possession of the needed information • Expresses ideas clearly in any written format (memo, email, and letter with correct spelling, grammar and structure. • Is confident on the phone and in person, presenting opportunities, and resolving issues where needed

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Continuous improvement	<ul style="list-style-type: none"> • Uses initiative to identify and suggest improvements to processes and procedures. Analysing options for procedural improvements and documenting outcomes.
Customer service	<ul style="list-style-type: none"> • Is always focused on providing excellent customer service to both in house departments and staff and external customers, supporters, volunteers or consultants.
Problem solving	<ul style="list-style-type: none"> • Is a self starter, and is confident in finding solutions to arising issues. • Deals with issues they feel confident to manage, and elevates the issue when needed to the appropriate manager.
Teamwork	<ul style="list-style-type: none"> • Actively participates in team effectiveness. • Proactively develops relationships, using appropriate interpersonal styles and methods to inspire, guide and persuade others toward goal achievement. • Works independently to a high performance standard when required.
Self-management	<p>Managing one's own wellbeing and workplace behaviour in order to contribute to a positive culture with SU Australia.</p> <p>This includes:</p> <ul style="list-style-type: none"> • Maintaining and promoting social, ethical and organisational norms in line with Christian ethos; • Taking actions that indicate a consideration for the feelings and needs of others; being aware of the impact of one's own behaviour; • Maintaining stable performance under pressure and managing one's own stress effectively; • Handling disappointment and/or rejection while maintaining effectiveness; • Demonstrating perseverance by staying with a plan of action until the desired objective is achieved or is no longer required; and • Being open to change and willing to adapt to new directions; adapting working style to blend with changes; and articulating workplace concerns in a respectful and constructive manner.
Time management	<ul style="list-style-type: none"> • Organises one's own workload to prioritise tasks appropriately and meet deadlines.

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| | <ul style="list-style-type: none">• Adjusts personal work routines to complete tasks required by others when necessary.• Consider others needs when determining the order of work to be completed. Being proactive. |
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Additional Requirements

SU Australia requires that the incumbent:

1. agree with, and agree to work under, the aims, beliefs and working principles of SU
2. be able to demonstrate a living and personal relationship with Jesus Christ
3. be able to show strong Christian character evidenced by servant leadership, valuing of people in general and marginalised people in particular
4. be a respectable member of a local Christian church we recognise
5. be in receipt of a current positive Working With Children Check for the purposes of child related employment
6. be willing to work under SU Australia's Conduct and Behaviour Standards

Developed by	Group Manager, Marketing, Production and Events
Approved By	Group Manager, People Services
Effective Date	September 2023