



An opportunity to join the Raise Foundation as a Marketing Coordinator

- ✓ Use your creative flair to work with and support our Partnerships, Research and People teams across everything marketing!
- ✓ Permanent part-time position, 30 hours per week with flexibility to work from home and from within our Sydney office
- ✓ Work in a growing not for profit, delivering best practice youth mentoring to over 2,000 at risk young people Australia wide
- ✓ Competitive salary and salary packaging benefits on offer

About Raise:

At Raise we exist to help young people. We do one thing, and we do it really well – youth mentoring. Our best-practice, school-based program is proven to make positive and sustained change. Mentoring empowers young people to be resilient, connected and hopeful for the future. We match trained volunteers with teenagers who would benefit most from an independent, caring adult who is there to listen – and be there just for them.

Our early intervention youth mentoring program is currently in over 180 high schools across Australia. This translates to over 2,000 young people matched with a qualified mentor, and we are growing each year.

About The Role:

The Marketing Coordinator is a key role in the Raise Marketing team; responsible for helping us to recruit volunteers and drive much-needed funds to run our youth mentoring programs. A small team of 5, this role requires attention to detail, good all-round marketing skills, the ability to manage competing priorities, and the attitude to roll your sleeves up and get the job done. Being able to work collaboratively and autonomously with a sense of humour is a must!

Working closely with our key internal stakeholders and external partners and suppliers, you are highly organised and have experience across content creation and production. You thrive in a busy role and think variety is the spice of life! With a good understanding of marketing, you can coordinate projects and content suitable for a range of media - if this sounds like you, this is the role to apply for.

Supporting the marketing team across projects including:

- Development of digital and printed materials (flyers, brochures, Direct mail, merchandise) from briefing through to creative, copywriting, and handling print quotes and final production.
- Supporting events, activations, and PR opportunities that increase our brand awareness at national and local levels. Includes development of materials e.g., Invitations and the admin activities around these projects.
- To support the delivery of a range of online events, from information sessions to thank you events.

- Fundraising campaign support, developing assets, and supporting the Brand and Comms manager to activate plans.
- Social media and website support, providing assets and creating content and/or making updates.
- Managing the asset library, working closely with the Graphic designer to enable the provision of on-brand materials and assets to internal and external stakeholders.
- Working with external suppliers including printers, promotions agencies, and media organisations.
- Supporting partners with our Brand and Comms Manager to launch campaigns and activity that extends our reach.
- Using Salesforce and marketing cloud to create outbound EDM campaigns and manage marketing partner relationships
- Creating reports, using Google analytics and other reporting tools to bring together monthly and quarterly reports against our team KPIs.

About You:

As with all of our employees, you have a genuine interest in the well-being of young people facing challenges in their lives.

You're a highly self-motivated and tenacious self-starter, you possess strong problem-solving skills and task-driven, coupled with the initiative to develop and implement effective solutions.

You Will Bring:

- Relevant qualifications or experience in a broad Marketing/Communications field.
- Minimum 3+ years' experience in a similar role.
- Proven experience developing and implementing marketing campaigns with sound knowledge of the production process.
- Ability to work in cross-functional teams to deliver against plans.
- Excellent communication skills, both written and verbal.
- Highly organised, problem solver, keen to use data to make informed decisions and suggestions.
- Excellent organisational skills with solid administration and attention to detail.
- Completion of Raise selection process including Youth Safety Checks, must hold a current Working with Children (Employee) Check and National Crime Check.
- Excellent IT skills including Microsoft Office365, CRM (Salesforce), and cloud-based systems (One Drive or Google Drive).

Our Values:

At Raise, we have six values that express our shared understanding of what we believe, how we would like others to see our personality, what we aspire to as an organisation, and how we aim to behave:

Be Courageous – we are imaginative, driven, progressive, confident

Show Heart – we are kind, passionate, sincere, empathetic

Give Respect – we believe in acceptance, equity, inclusivity

Apply Integrity – we operate with authenticity, accountability, transparency



Bring Vitality – we are positive, fun, energetic, inspiring

Deliver Excellence – we are evidence-based, responsive, consistent, experts in our industry

Interested?

Please submit your application below, including a cover letter addressing the selection criteria, resume and a brief 2-minute video or audio clip outlining the impact you will create in this role to recruitment@raise.org.au using the subject line: **Marketing Coordinator**