

# ROLE PURPOSE: Marketing and Content Coordinator



## Our Vision

We see a world in which no person is needlessly blind or vision impaired.



## Our Purpose

We are determined to deliver Fred Hollows' vision of preventing blindness and restoring sight.

We work around the world so that no one is left behind, and in Australia we work tirelessly to ensure that Aboriginal and Torres Strait Islander people can always exercise their right to sight and good health.

Our priority is to work with communities to improve their own eye health. We do this through life-changing surgeries and treatments, training doctors and health workers, generating new ideas, and pushing for change at all levels – from local to global.

**At The Fred Hollows Foundation, we offer a career where your talent and energy will help many see tomorrow.**

## How we value your contribution:

### Remuneration package

We aim to provide an overall remuneration package that is attractive and fair. Our global remuneration framework ensures we align to local pay, employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment conditions that are appropriate to our sector.

### 13<sup>th</sup> month payment

As a permanent employee, you will receive a payment equivalent to one month's salary each year (pro-rata for those working part of the year).

### Leave

You will have access to annual leave each year (pro-rated for part-time employees) in line with local regulations. You will also have access to other leave such as personal (sick or carers') leave, maternity leave, paternity leave and compassionate leave.

### Performance & development

Our performance and development framework enables you to work closely with your manager to plan, manage, and review your performance throughout the year. This approach also enables you to discuss development opportunities and areas for growth.

### Learning & development

Our approach to learning and development will enable you to have the information, skills and knowledge needed to do your job. We build the capacity of our people and support you with on-the-job experience, coaching and formal learning.

### Leadership

Leadership is a key priority for us. We have customized leadership programs for leaders at all levels that are focused on supporting our people to be inspired, empowered and to make an impact in their work so that together we can achieve our vision.

### Study support

We are proud that so many of our people are tertiary educated and we are committed to supporting tertiary education that is relevant to your work through our global study assistance program. Relevant applications for study support are considered annually, providing financial assistance and study days.

### Recognition

Our recognition program has been designed to recognize and acknowledge our people who live our values of Integrity, Collaboration, Empowerment and Action, in everyday activities. We recognize our people in three ways: Peer-to-peer, manager recognition, as well as length of service.

### Flexible work arrangement

You will have access to flexible work arrangements. We encourage a spirit of mutual flexibility, enabling discussions between you and your manager about maintaining work-life balance.

### Equal Opportunity, Anti-Discrimination and Reasonable Accommodation for Persons with a Disability

We provide equal opportunity in employment to people without discrimination based on personal characteristics, which includes age, breastfeeding, disability, employment activity, gender identity, marital status, physical features, pregnancy, race etc. Reasonable accommodation can be made to allow persons with disabilities to work safely and productively.

### Health & safety

We are committed to supporting your health, safety, and wellbeing. If required, you and your family will have access to free external, professional and confidential counselling assistance if you need help with personal, family or employment related matters.

## To work in the Foundation, you will:

- Be eligible to work in the country where you will be based
- Undergo background check including criminal records and qualifications check
- Undergo working with children check for positions which are identified as working with children.
- Be prepared to share evidence of full vaccination against COVID 19



Role purpose defines the broad accountabilities of the positions, which may change based on organisational need.

Please refer to divisional, team and individual work plans for more specific details

# ROLE PURPOSE

**Role Title:** Marketing and Content Coordinator

**Division:** Public Affairs

**Location:** Philippines/Other Asian countries

**Date:** May 2023

**Employment type:** Full time, Permanent

**Reports to:** Director of Strategic Initiatives

**Number of direct reports:** 0

**Leadership Band:** Leads Self

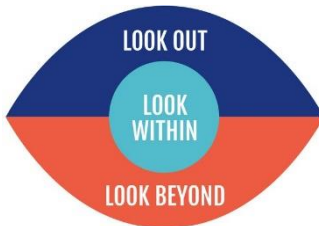
## Purpose of the role:

This role will provide critical support to the PGR and SI teams on donor engagement through the development of relevant and timely pitch documents and proposals that are formulated from country strategy and pipeline projects. It will also assume the responsibility of knowledge management of all marketing and relevant materials to ensure that relevant organisational information is easily accessible and up to date.

The Marketing & Content Specialist will be responsible for:

1. Working with country teams and market leads to systematically creating content for donor pitches and proposals based on country strategies, global priorities, and pipeline projects.
2. Create templates and systems for ease of adaptation for markets and others.
3. Assess, evaluate, and make recommendations on adaptations to pitches and proposals.
4. Work with the SI team and program team where adaptations are required to the scope of the proposed project.
5. Develop and implement a knowledge management system for PGR and SI to ensure relevant content and information is easily accessible and up to date.
6. Other areas as directed by management, relevant to the Strategic Initiatives team and Public Affairs Division.

## Our Capabilities:



### As a member of The Foundation Family you will:

1. Live by the values of The Foundation and support The Foundation's culture, performance, and brand.
2. Adhere to all The Foundation's policies and procedures.
3. Strengthen the health, safety and well-being of all/look out for the well-being.
4. Lead, collaborate and contribute in all interactions.

## Essential Experience:

- Excellent writing and editing skills.
- Ability to synthesize complex information to build engaging and inspiring material for donors.
- Demonstrated internal stakeholder engagement experience.
- Systems based thinking to build a simple knowledge management approach.
- Demonstrated initiative and resourcefulness to identify and solve issues proactively.
- Excellent Microsoft office skills (focus on Outlook, Word, Excel and PowerPoint).
- Software design skills (preferable Canva)

## Skills:

- Excellent interpersonal skills with the ability to manage a wide variety of diverse relationships utilising a collaborative and consultative approach to communication.
- Outstanding written and verbal communication skills, with the ability to produce clear and articulate written content and verbally communicate complex information to senior colleagues quickly and effectively.
- An ability to pro-actively engage with and influence a range of internal stakeholders including senior leaders of other teams.
- Well organised, flexible and proficient multitasker with high-level organisational and time management skills
- Attention to detail as the basis for written work and in liaising with internal stakeholders.

## Desirable Experience:

- Fundraising experience in a fast paced, growth-oriented organisation
- Demonstrated understanding of a business operations environment
- Experience working with a database or CRM, and website CMS.
- Exposure working in a global context

- Ability to work independently with limited supervision, and as part of a small team.

**Qualifications:**

Formal qualifications in marketing / communications or equivalent experience

**Travel:**

Domestic and international travel may be required

**The position involves:**

This position is recognised as having “Contact with Children” either direct or indirect.

This position does involve working with beneficiaries, donors and/or partners

**Additional Responsibility:**

Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.