**Position Description: Marketing & Campaigns Specialist**

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| Position Title | Marketing & Campaigns Specialist |
| Location: | Chatswood; Sydney (some interstate travel required) |
| Reports to: | Head of Supporter Engagement |
| Direct Reports: | 0 |
| Work type | Part time; 3-4 days |
| Contact name | Brett Cannings, Head of Supporter Engagement |
| Contact phone/email | (02) 9712 8222; [recruitment@worldshare.org.au](mailto:recruitment@worldshare.org.au) |

**About WorldShare**

For over 75 years, WorldShare has existed to transform lives and restore hope around the world, by connecting Australians with people in need overseas, so that together, we love like Jesus.

We are a Christian aid and development organisation which embraces God’s mission to help and love those in need, particularly the most vulnerable and marginalised. We empower the outcast and forgotten through education, training and improved health outcomes, so they can have hope for the future.

We work through local Christian partnerships in Africa and Asia to bring lasting change to communities; particularly to vulnerable children, disempowered women and those excluded from their communities.

**Role purpose**

To lead and inspire new and existing supporters to connect deeply with WorldShare and its international partners through prayer, giving, and learning. This pivotal role will Inspire and connect New and Existing Church relationships to WorldShare and its international partners through giving, learning, visiting and prayer.

**Key responsibilities**

* Working within the Fundraising and Marketing team, developing key messages and marketing and communication priorities.
* Developing direct marketing and fundraising campaign materials to grow opportunities for Worldshare.
* Creating and Coordinating WorldShare’s fundraising appeals.
* Implementing and developing marketing and communication plans that align with WorldShare’s objectives and strategic aspirations.
* Managing WorldShare’s website and social media presence.
* Acting as a brand guardian for WorldShare, ensuring brand integrity across all organisational communications.
* Working closely with our international partnership team to ensure our communications and marketing include the perspective of those that WorldShare serves.
* Alongside the Head of Supporter Engagement, executing WorldShare’s fundraising strategy.

The above list is not exclusive and the role may change to meet the overall objectives of the company.

**Key attributes required**

**We are looking for someone with the following skills and experience:**

* A strong commitment to WorldShare’s values and Christian ethos including acting with integrity, support for the biblical theology that informs WorldShare’s development approach and the ability to participate in times of prayer and biblical reflection.
* Tertiary qualification in marketing and/or communications.
* Experience in coordinating and producing fundraising appeals.
* Experience with Adobe creative suite desired.
* Experience administrating and moderating not-for-profit digital communications - newsletters, social media, and web page.

**Desired attributes and experience**

* Understanding and working knowledge of CRM and CMS systems (SalesForce).
* Knowledge of social media marketing and search engine optimisation (SEO) best practice.
* Ability to think creatively and innovatively and work collaboratively with others towards successful outcomes.
* Willingness to be flexible, proactive and hands-on in the implementation of communications, marketing and fundraising strategies and plans.
* Demonstrated success in a similar role, preferably within the international aid and development or the not-for-profit sector.
* Demonstrated experience nurturing relationships with relevant networks to advance organisational messaging and positioning.

**Why work with us?**

WorldShare has a deep and rich history of supporting local Christian partnerships around the world, and we are ambitious and innovative about our future.

We are passionate about our cause of restoring hope and transforming lives – and by working with WorldShare, you will make a direct contribution to this vision.

We do things differently:

1. We support locally led development as we believe this is the most effective and sustainable way to truly transform lives. We know that local people best understand their communities, both the problems and the solutions, and they are with their communities for the long haul.
2. We deliberately seek out grassroot organisations which typically miss out on funding from larger international NGOs. Our partners might be small, but they make a big impact! Choosing grassroot organisations means that we deliberately choose to engage in deeper, more intensive partnership support.
3. We believe that the gospel is best shown in word AND deed and our overseas partners pursue integral mission.
4. We love partnership and we delight in connecting Australians with partnerships overseas. Together, we can do more. We all have a part to play.

WorldShare employees enjoy a fun, collaborative environment, as well as competitive remuneration with salary packaging benefits, workplace flexibility, regular time for spiritual practices, paid parental leave and professional development.

These are WorldShare values which we aim to live out in all we do:

1. **Love Like Jesus (LOVE)**

*My command is this: Love each other as I have loved you. John 15:12 (NIV)*

We believe we are all created in God’s image. Jesus showed us how and who to love and that the outcast and forgotten are valuable in God’s eyes. He calls us to do the same. In all our work and relationships, we aim to love like Jesus.

1. **Empower Transformation (EMPOWERMENT)**

*Therefore encourage one another and build each other up. 1 Thessalonians 5:11 (NIV)*

Jesus came so that we may have life and have it to the full. In our work with communities, partners and each other we commit to encourage, equip and empower one another to reach our full potential.

1. **Strive for Excellence (EXCELLENCE)**

*Whatever you do, work at it with all your heart, as working for the Lord. Colossians 3:23 (NIV)*

In all that we do, we are professional, continuously improving and innovative in a way that brings glory to God.

1. **Walk in Partnership (PARTNERSHIP)**

*For we are partners working together for God. 1 Corinthians 3:9 (GNT)*

Together we are the body of Christ. We walk with our partners, supporters and each other in long-term, respectful relationships. Through these genuine partnerships we increase our impact and grow the Kingdom of God more than we could alone.

1. **Work with Integrity (INTEGRITY)**

*Our purpose is to do what is right, not only in the sight of the Lord, but also in the sight of others. 2 Corinthians 8:21 (GNT)*

In all that we do, with our partners, supporters and each other, we demonstrate honesty, transparency and integrity as though representing the Lord.

1. **Embrace And Drive Change (INNOVATION)**

*‘Well done, you good and faithful servant!’ said his master. ‘You have been faithful in managing small amounts, so I will put you in charge of large amounts. Come on in and share my happiness!’ Matthew 25:21 (GNT)*

We seek out and implement ways to improve our effectiveness, so that the resources we have can be used for greatest impact.

**Questions about the role?**

Please contact WorldShare’s Head of Supporter Engagement, Brett Cannings, on (02) 9712 8222 or by email at [recruitment@worldshare.org.au](mailto:recruitment@worldshare.org.au)

**Safe Guarding**

Please note that (1) WorldShare is committed to safeguarding and maintaining an environment free from abuse, harassment and exploitation. The recruitment process will include safeguarding checks and questions. WorldShare staff are required to provide a Police Check and Working with Children Check. (2) Applicants must have the legal right to work in Australia.