

Sydney Story FACTORY

176 Redfern Street, Redfern NSW 2016. www.sydneystoryfactory.org.au. Contact: jane.han@sydneystoryfactory.org.au

POSITION DESCRIPTION

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| Position Title: | Fundraising and Communications Co-ordinator |
| Reports to: | Development Manager |
| Salary & Conditions: | Four days per week. FTE \$75,000 pa (\$60,000 pa part-time) plus 9.25% superannuation. Fringe benefit may be applicable. |

About the Sydney Story Factory:

We're a not-for-profit that runs creative writing and storytelling workshops for marginalised young people aged 7 to 17. Supported by our community of expert storytellers and volunteer tutors, young people are empowered to create stories of all kinds, which we publish and celebrate. Young people develop the skills and confidence to find their voice and shape the future.

Working with the Sydney Story Factory:

The Sydney Story Factory opened in Redfern in July 2012 and since then we have grown significantly. We now have 15 staff; nearly 1,000 volunteer tutors; and we're about to open a second creative writing centre in Parramatta. We offer flexible working conditions, a creative and stimulating work environment and opportunities for professional development. The role is based in Redfern.

About the role:

The Fundraising and Communications Co-ordinator is a new role designed to enhance the Sydney Story Factory's communications and branding at a critical stage in our growth. With a re-brand possible in 2018, and more and more projects requiring marketing support, the Fundraising and Communications Co-ordinator will help to create and execute our media strategy across social and traditional media platforms.

The Fundraising and Communications Co-ordinator will be actively involved in fundraising. In particular s/he will manage donor and fundraising events, fundraising campaigns, our Regular Giving program, venue hire, plus invoicing, receipting and keeping accurate records of donations. S/he will also work closely with the Development Manager to maintain and develop strong relationships with our corporate partners.

The role is 4 days per week.

Key Position Priorities and Duties:

- Managing the Sydney Story Factory brand, including a possible re-brand

- Helping to develop and then implementing a marketing strategy (digital and non-digital) for the organisation overall, and for major events/campaigns as they happen
- Creating and posting content across all media platforms, from our website to Twitter, Facebook and Instagram
- Creating and implementing a marketing strategy for our Teacher Professional Development Program
- Issuing receipts and invoices for donations and grants - writing thank you letters and tracking gifts and comp books to donors
- Reconciling transactions in Xero for fundraising income
- Venue hire bookings, invoicing and receipting
- Managing all aspects of the Inkwells regular giving program including correspondence, quarterly updates, and EOFY summary receipts in July, plus strategies for growth/social media and promotion
- Scheduling and managing updates to donors including through supporter newsletters (content provided) and quarterly updates to Inkwells
- Managing any corporate volunteering bookings, including scheduling of one-off workshops/WWCCs, marketing the program, social media, payments, receipts etc
- Production of fundraising collateral - student focus pieces, stories, interviews etc
- Donor event management, including spreadsheet data entry re invites etc/follow up tasks, preparation of collateral, bookings with third parties, tracking expenses for events covered under grant funding for acquittal purposes etc
- Managing annual and event-related fundraising campaigns, including crowdfunding campaigns
- Keeping accurate, up-to-date records of all interactions with donors/potential donors in our Salesforce database, including tracking all donations in Salesforce, managing sign ups to newsletter lists via mailchimp
- Ensuring compliance with organisational policies and practices
- Participating in and attending relevant meetings as required
- Participating in staff development and training activities as required
- Like all staff at the SSF, welcoming the public and the local community into our centre, explaining what we do, and forging links into the community

Selection Criteria:

Candidates are asked to reply to each of the following criteria outlining their relevant experience. Please send applications to jane.han@sydneystoryfactory.org.au by 5pm Friday 1st June or earlier. Applications will be assessed as they are received.

Essential

1. Excellent communication skills and an understanding of digital marketing principles
2. Highly developed organisational skills
3. Attention to detail and accuracy
4. A welcoming attitude to the local community and to people of all backgrounds

Desirable

1. Familiarity with Google Apps and Xero.

The successful applicant must undertake a Police Check and Working with Children Check prior to commencement. The role reports to the Development Manager. Start date to be negotiated but ideally as soon as possible.