As a pivotal member of the Community Fundraising team, the Digital Copy & Content Creator plays a key role in identifying, creating and delivering engaging and inspiring content for Starlight’s innovative community campaigns and across various campaign channels including web, email, social and paid media. This position works closely with team members across the organisation particularly the MarComms, Corporate and Supporter Engagement teams, ideating and producing content that tells compelling stories, showcases impact, and drives campaign awareness, engagement and fundraiser activation.

### Campaign Implementation & Consultancy:
- Support the implementation & optimisation of Starlight’s community fundraising strategy that is underpinned by peer-to-peer (individuals raising money on Starlight’s behalf through their networks) and encompasses mass community fundraisers, sporting and personal/corporate challenge events
- Support digital fundraiser acquisition, engagement, retention, advocacy and growth
- Execute best practice online fundraiser experience / communications
- Support the development and management of digital fundraising initiatives to recruit, activate, engage & retain community fundraisers

### Content Development:
- Develop, edit and publish copy and content for a variety of digital channels, including campaign websites, blogs, videos, email marketing campaigns, advertising campaigns and social media
- Provide copy-writing support for digital and offline materials such as posters, welcome letters, and other campaign materials
- Develop new and optimise existing web content in line with SEO best practices. Conduct keyword research and implement content recommendations for organic SEO success
- Assist with proactively maintaining website content to ensure information is up-to-date
- Develop creative ideas and suggest new innovative ways to deliver digital campaign content and keep up-to-date with the latest market trends, e.g. personalised thank you videos
- Develop story content that showcases the incredible impact our corporate and community fundraisers make, e.g. blogs, social posts, etc.
- Create graphics and edit photos, working with the internal design team when necessary
- Lead the day-to-day management of Community Facebook Groups, creating inspirational, informative and engaging content for Starlight campaign participants
- Prioritise and schedule social content effectively using tools such as Trello or Sprout, anticipating delays and adjusting the allocation of resources and time accordingly
- Adhere to brand guidelines to ensure that messaging is consistent with company guidelines/values/mission across all relevant touch points

### Leadership & Relationships:
- Participate in campaign progress meetings and stand-ups
- Work with internal campaign project team and agency partners to manage and execute digital campaigns to Community & Peer to Peer fundraisers
- Train and share knowledge with internal teams (incl SET) to empower them to manage their own areas
- Support the development of how-to guides and FAQs to automate coaching of fundraisers

### Budgets, Reporting & Governance:
- Monitor, analyse and report on content performance using tools like AutoPilot, Google Analytics and Facebook, feeding back to stakeholders incl Community Fundraising Manager and using insights to inform future activities
• Pro-actively lead the development of ‘test and learn plans’ to continually drive channel content performance and support the implementation of analytics to capture learnings
• Support the creation and delivery of relevant dashboards, end of campaign performance reports and retros to measure content performance and build insights
• Support the delivery of income and expense budgets where required
• Adherence to legal fundraising requirements and Starlight fundraising guidelines and remain current with our policies and procedures.

Goals / KPIs

• Regular reporting to Community Fundraising Manager on delivery of community campaign activity and content production
• Successful delivery of effective, creative content driven by exceptional planning and channel management
• Project and content deadlines are met, with timely, clear communication in the lead up
• Community Fundraising
• Maintain CRM system (Microsoft Dynamics) & shared drives, ensure consistency & structure
• Up-to-date knowledge on the latest research & opportunities for community fundraising
• To inspire others to achieve results and help enable the required activities to achieve these
• Working in a collaborative manner with stakeholders, you’ll provide ‘positive experiences’ for all
• Adhere to legal fundraising requirements & Starlight fundraising guidelines
• Understand the difference between writing for various digital channels (e.g. website, eDM and social media) and for different audiences
• Champion development of efficient and effective processes
• Quarterly Impraise goal setting and pro-active approach to achieving set goals

Strengths & Skills

• Ability to work independently and as part of a team, in a consultative and inclusive manner
• Ability to scope and prioritize tasks using agile methodologies
• Self-reliant, results-driven and outcomes oriented
• High level of influencing skills and ability to negotiate
• Attention to detail balanced with strong imagination and conceptual ability
• Creativity and passion for generating new ideas
• Humility, empathy and willingness to continually learn and grow
• Positive mindset and ability to see setbacks and feedback as opportunities for growth & development
• Excellent problem-solving skills and resourceful
• Excellent communication skills – written, verbal and in-person
• Understanding of customer journeys & mapping from a marketing and customer perspective
• Understanding of business and web metrics, SEO and user experience design principles
• Basic photo and video editing skills using Adobe Photoshop, Canva or similar tools
• Basic knowledge of HTML/CSS

Qualifications

• 3+ years of professional hands-on experience in Digital fundraising, marketing, social media or copywriting related role
• Experience developing and managing social media content across channels such as Twitter, Facebook, LinkedIn and Instagram, using tools like Facebook Business Manager, Sprout or similar
• Experience using content management solutions like Microsoft Dynamics, Drupal
• Experience using ticket tracking and project management platforms like Trello, Jira, Asana or similar
• Experience creating and amending design assets in Adobe Photoshop, Canva or similar
• Experience building website performance reports in Google Analytics, Google Data Studio or similar
• Professional experience in the fundraising and/or not-for-profit sector highly desirable
• Experience using P2P fundraising platforms, e.g. Raisely, Grassrootz, Funraisin highly desirable
• Experience in broader marketing capacities to appreciate how digital channels fit overall channel strategies & marketing mix highly desirable
• Experience building email campaigns in Salesforce Marketing Cloud, AutoPilot, MailChimp or similar highly desirable
• Hold a valid Working with Children Check or be willing & eligible to obtain one prior to commencement
• Satisfy a National Police Check (Fit 2 Work)
• Provide professional referees
As a team member I will:

- Live our SHINE value
- Embrace Starlight’s philosophy, culture and commitment to Safeguarding Children and Young People
- Maintain Cosmos records inc. all interactions with families, volunteers & donors
- Be a Starlight Advocate
- Effectively engage, support and utilise volunteers
- Embrace “I Care” and respond to all queries within 24 hours
- Be an active Starlight Team Member and positively participate in meetings
- Develop and deliver on goals, including taking responsibility for my learning and development
- Participate in “Get Connected” program each quarter
- Be accountable for my personal safety and the wellbeing of those around me

Starlight Children’s Foundation exists to brighten the lives of seriously ill and hospitalised children, young people and their families. In every State and Territory of Australia we provide positive and enriching experiences that support their well-being and resilience. Our most important responsibility is to ensure Starlight Programs are provided in an environment that is caring, nurturing and safe for all children and young people. You are required to share this commitment, including following our SCYP Policy, Code of Conduct and undertake the required training.

As a part of your duties and responsibilities, you are also required to:

- report any suspicions, concerns, allegations or disclosures of alleged abuse, by team members as well as external individuals to a SCYP Representative
- report any breaches of policy by other team members, however minor, to a SCYP Representative
- report to management any criminal charges or convictions you receive during the course of your employment/volunteering that may indicate a possible risk to children and young people.