

# DIGITAL FUNDRAISING COORDINATOR

**Are you a creative digital marketer, passionate about making social change?**

**Join the fundraising team at Breast Cancer Trials and help deliver world-leading clinical trials to prevent, treat, and cure breast cancer.**

This is an exciting time to join Breast Cancer Trials with plans underway to diversify and grow the fundraising portfolio. This is a full-time position and while our office is based in Newcastle, we will consider remote working arrangements for the right candidate. Reporting to the Community Fundraising Manager, this role is responsible for developing and implementing best-practice digital communications to engage and convert BCT's connected audiences.

In this role you'll use your excellent digital skills to develop, implement and/or coordinate engaging fundraising activities including SEO, PPC, social, email and other developing channels.

You'll drive supporter lead generation and conversion through engaging content creation, utilising data insight and analysis to ensure maximum performance.

You will review systems and technology across all digital channels to optimise audience engagement, whilst analysing and optimising audience journeys to increase conversions.

It is an excellent opportunity for a strong marketer passionate about the supporter experience, with a strong drive and desire to lead at an operational level.



## **ABOUT YOU**

Our ideal candidate will have;

- Relevant tertiary qualification, such as marketing, communications, fundraising, digital or equivalent.
- Minimum 2 years' experience in marketing and/or fundraising with a focus on digital.
- Demonstrable working knowledge of current and emerging digital channels and what is best practice.
- High level of competency with content management systems (CMS) and internet applications, ideally WordPress.
- Proven track record in writing and producing engaging and dynamic content for digital channels.
- High level of competency and experience in email automation software, ideally Mailchimp; and social media management software, ideally Sprout Social.
- Highly developed interpersonal skills and proven ability to build and maintain relationships with key stakeholders.
- Exceptional organisation and communication skills and meticulous attention to detail.
- Ability to translate analytical learnings into meaningful insight to drive growth and strategy.
- Ability to maintain high work standards with minimal supervision.
- Understanding of the importance of confidentiality and collection and use of personal information under the Australian Privacy Principles.

Other desirable criteria includes;

- Previous experience in Google Analytics.
- Previous experience in the fundraising CRM software - Raisers Edge.
- Experience in graphic design software – Adobe Creative Cloud.

## **WHY WORK FOR US?**

As an employee at Breast Cancer Trials, you will be part of a diverse and supportive workforce who are committed to saving and improving the lives of people affected by breast cancer. we also offer;

- Salary Packaging - In addition to your salary you can package up to \$15,900 annually pre tax and benefit from a \$2,650 meals and entertainment card.
- Work/Life Balance - Flexible work arrangements, hybrid and remote working options.
- Professional development – Training, development and career progression opportunities.
- Recognition and Reward - Length of service recognition and rewards + additional long service leave after 10 years + gifted leave between Christmas and New Year.
- Wellness – Income protection insurance + employee assistance program + additional carers leave.

At BCT, we value diversity. We are committed to fostering an inclusive workplace for all people. We welcome applications from Aboriginal and Torres Strait Islanders, people of all ages, identities, and abilities.

We support vaccination as the best way to keep our communities and employees safe from COVID-19. Employees must maintain vaccination against COVID-19 in accordance with BCT's vaccination policy.

**WHAT NEXT?**

To apply for this rewarding position please follow the link below, and include a current CV and covering letter addressing the above-mentioned 'about you' criteria. Please note, there is no formal closing date for this role. If you are interested, please apply as soon as possible. Candidates will be shortlisted as applications are received.

To apply for this rewarding position please visit  
[breastcancertrials.org.au/our-people/join-our-team/](https://breastcancertrials.org.au/our-people/join-our-team/)