

# MARKETING & FUNDING PROGRAM MANAGER

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## 1. Entry requirements

There are no set entry requirements. 2 to 5 years' experience as a marketing assistant, sales manager or public relations officer.

Preferable a degree in marketing or business, or a professional marketing qualification.

## 2. Skills required

- Leadership and motivational skills
- Creativity and great attention to detail
- Excellent communication and IT skills
- Budgeting and project management skills

## 3. Responsibilities

- Researching and analyzing market trends and your target markets
- Creating marketing and social media strategies
- Planning and managing the launch of fundraising events
- Setting budgets, targets and timelines
- Working with external agencies to produce attractive campaigns
- Attending charitable events for partnering opportunities and trends research
- Managing budgets and reporting on the effectiveness of campaigns

## 4. Salary

- Starter: \$30,000 to \$45,000
- Experienced: \$45,000 to \$75,000
- Highly Experienced: \$75,000 or more

Figures could change. Initially volunteers and interns will be taken into consideration for further perm role.

## 5. Working hours, patterns and environment

The applicant will initially work via online with weekly meetings to check the progress of the campaigns and strategy planning.

As per the contract conditions (Part-time, Full-time or casual basis) the salaries and schedule will vary. Initially the weekly hours spend on the project will be tracked and the payments will be determined according to the time invested.

May also spend some evenings or weekends at the events planned which would potentially be twice a year.

## 6. Career path and progression

With experience, and growth of the organization, the position will be changed to Marketing Director and a Marketing area will be created to include the following skills into the team:

- Digital strategist (Part time or contractor)
- Marketing assistant or junior marketing manager (Permanent)
- Junior campaign analyst (Part time)