

## Marketing and Communications Coordinator (Part Time)

### Position Description

Reporting to:	Relationship and Business Development Manager	Work location:	Melbourne, Sydney or Brisbane
Department:	Library for All	Budget holder:	No
Team:	Library for All	Direct reports:	Nil

#### Here you'll make a difference

*At Library For All, we attract bright and big-hearted people who are inspired to make a difference. Together, we are fearless in our pursuit of making lasting change for the children and communities who need it most.*

#### All roles at Save the Children contribute to our impact for children

At Save the Children, Library For All & 54 reasons, every role, whether in our programs or support services, plays a vital part in our impact for children. We are committed to creating a positive impact on the lives of children and their communities, and we value the contributions of every team member in achieving this vision.

Reporting to, and supported by, Relationship and Business Development Manager, the Marketing and Communications Coordinator creates a positive impact for children globally by driving Library For All's marketing, communication, and sales functions.

#### At LFA your skills, knowledge and experience are valued.

##### Role requirements

It takes all types of people to do the challenging work we do. Here are some of the specific skills and experiences you'll bring in this role:

You are a seasoned marketing and communications professional who excels in dynamic, innovative, and high-performing environments. With exceptional interpersonal skills and a talent for building strong stakeholder relationships, you adapt your communication style to suit diverse audiences effortlessly. You have a proven ability to achieve ambitious goals while working independently in a rapidly growing organization.

Most importantly, you share our passion to deliver improved educational outcomes for children.

##### Marketing and Communications

- Support the organization's marketing and communications strategies as part of a coordinated work plan.
- Assist in maintaining brand assets and reviewing communication materials to ensure consistent messaging and adherence to LFA's brand guidelines.

- Prepare engaging donor letters and supporter newsletters to strengthen relationships and keep stakeholders informed.
- Assist with editing and proofreading donor reports and other external communications to ensure clarity, consistency, and professionalism.
- Support the creation of visual assets for digital and print use, ensuring alignment with LFA's branding and messaging.
- Regularly collaborate with the Save the Children marketing team to explore opportunities to optimize content.
- Stay updated with marketing best practices while tracking emerging trends and challenges.
- Generate reports to analyze campaign performance and identify opportunities to improve future efforts.
- Perform email marketing tasks, including building HTML email templates for campaigns.

## Website Content and Social Media

- Maintain and update content on Library For All's website, ensuring it is current, engaging, and aligned with the organization's strategic goals.
- Collaborate with internal teams to update website content, add new product listings, and manage improvements to optimize user experience and sales functionality.
- Coordinate social media management, including content creation, scheduling, engagement tracking, and reporting.
- Implement social media strategies to enhance brand visibility, audience engagement, and alignment with LFA's mission.
- Analyze performance metrics across social media and website platforms to inform future improvements and campaign planning.

## Sales

- Increase sales of Library For All's books through internal and external marketing efforts, with a focus on generating new sales channels and expanding commercial distribution networks.
- Assist with implementation of strategies for customer outreach and manage the complete sales cycle from order placement to delivery.
- Track and report on sales performance, order status, and customer feedback to refine approaches and enhance results.

## Customer Relationship Management and Order Fulfillment

- Maintain strong customer relationships, providing updates on order status, managing inquiries, and ensuring a positive customer experience.
- Coordinate sales orders, process payments, and track order deliveries to ensure timely fulfillment and accurate reporting.
- Support procurement, shipping logistics, and collaborate with warehouse staff to manage stock and inventory levels.

## Health, safety, security and risk management

- Be a role model for safety and security and comply with all workplace safety policy, procedure, work instructions and training
- Act safely at all times
- Report all incidents, injuries and potential hazards in a timely manner

- Participate in, and contribute to, health and safety awareness and improvements
- Be aware of, document and manage the risks associated with your team's programs and workplaces and ensure appropriate elimination or mitigation measures are applied

## Child protection and safeguarding requirements

- Maintain a child safe environment at the workplace and safeguard children's rights, acting in the best interests of children at all times
- Comply with the Child Safeguarding Code of Conduct and child safeguarding and protection policies and standards (click [here](#) to view further details)
- Demonstrate the highest standards of behaviour towards children in both your private and professional life
- Never abuse the position of trust that comes with being a part of the Save the Children family
- Maintain a safe and positive relationship at all times when working with children and young people
- Respond to any concerns for the safety or wellbeing of a child in a program in accordance with internal reporting processes

## Here you'll belong

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### Essential knowledge or experience

- Experience in marketing, sales, or customer service, with a focus on digital and content management.
- Strong organisational skills, with an ability to manage multiple projects and prioritise tasks effectively.
- Exceptional writing, editing, and proofreading skills with a keen eye for detail.
- Proven experience in customer relationships and handling inquiries professionally.
- Knowledge of social media management and content scheduling, with proficiency in platforms like LinkedIn, Instagram, and Facebook.
- Excellent verbal and written communication skills, with an attention to detail.

### Desirable knowledge or experience

- Familiarity with website content management systems (CMS), preferably WordPress or similar.
- Basic understanding of sales and marketing analytics to inform strategy and optimize campaigns.
- Experience working in a not-for-profit or educational publishing environment is an advantage.

### Required qualifications and/or accreditations

- Bachelor's degree in marketing, Communications, Business, or a related field, or equivalent work experience.

## Additional Information

- Any offer of employment at Save the Children Australia will be subject to a satisfactory National Police Record Check and, where required, a Working with Children Check
- Employees must sign on to Save the Children Australia's Child Safeguarding Policy and Code of Conduct
- Ongoing performance and employment will be measured against KPIs, values and demonstrated behaviours outlined above
- Save the Children Australia is an Equal Opportunity Employer

**Driver's Licence:** Not required  
**Working with Children Check:** Required

**Travel:** Some possible travel  
**Assets:** Laptop