



Job Description

Job Title	Digital Communications Coordinator
Department	Fundraising Department
Reports To	Fundraising Manager
Employment Status	Part Time (3 to 4 days a week)
Date	April 2025
Location	Southbank

Organisation Overview

Fight Cancer Foundation is a national charity that has been supporting families living with cancer since 1989. At the heart of our mission is providing comfortable and affordable accommodation for patients and their families who must travel long distances to access life-saving cancer treatment.

Our accommodation centres in Albury and Melbourne offer a home-away-from-home during one of the most challenging times in a person's life. These centres play a vital role in easing the emotional and financial burden faced by regional and rural families navigating a cancer diagnosis. With nearly a third of Australians living more than 180 kilometres from specialist treatment facilities, the demand for our services continues to grow.

Our work is made possible by the generous support of the community through fundraising appeals, donations, and our iconic Footy Colours Day campaign – a fun and engaging way for schools, workplaces, and individuals to get involved and make a difference.

Primary Role Purpose

The primary purpose of the Digital Fundraising Communications Coordinator is to champion Fight Cancer Foundation's digital presence across our external fundraising and communications campaigns, particularly Footy Colours Day. You will develop, produce and implement online content for our website, fundraising appeals, community fundraising, social media and communication and event activities and provide performance reports for the management team.

Dimensions

Direct Reports:	No direct reports
Decision-Making Authority:	Medium level decision making – project based
Key Internal Relationships:	FCF Fundraising team, FCF finance and operations, volunteers and others as required
Key External Relationships:	Donors, suppliers, volunteers, other partner organisations
Travel Requirements:	Some travel required – domestic/ infrequent
Financial Delegation:	NIL

Core Role Responsibilities

Email Marketing & Automation

- Develop, schedule, and manage email campaigns using Campaign Monitor with a focus on donor engagement and fundraising outcomes.
- Maintain the EDM calendar, ensuring timely and consistent communications aligned with campaign goals.

- Conduct performance analysis and A/B testing to optimise open rates, click-throughs, and conversions.
- Set up donor journeys for new and existing supporters.

Copywriting & Content Development

- Write compelling and on-brand copy for digital communications, including email campaigns, blogs, web pages, and social media posts.
- Ensure all messaging supports the organisation's voice, fundraising objectives, and emotional impact.

Website & Digital Content Management

- Manage and update website content using WordPress, ensuring accuracy, relevance, and alignment with campaign goals.
- Optimise digital content for SEO and accessibility to support visibility and donor experience.

Social Media & Campaign Support

- Oversee all social media activity and coordinate and implement social media presence.
- Moderate social media audience and google reviews.
- Create and coordinate digital assets in line with campaigns to engage supporters and increase reach.
- Collaborate with team members to repurpose content across channels and support social media campaigns.

Analytics & Reporting

- Track and analyse performance data across email, web, and social channels to measure campaign success.
- Provide insights and recommendations to continuously improve strategy and engagement.
- Provide monthly digital reports and other analytical reports as required.

Project Coordination

- Work collaboratively with internal teams and external stakeholders such as Marketing, Media Agencies and Graphic Designers to deliver campaigns on time.
- Oversee the development and delivery of the organisation's Annual Impact Report

Stakeholder Engagement & Communication

- Deliver warm, timely, and brand-aligned responses and communication to supporters across platforms.
- Support customer journeys by ensuring digital touchpoints are cohesive and impactful.
- Support the organisation of and communications with Footy Colours Day Ambassadors
- Support the Public Relations agency with external media enquiries.

Skills & Qualifications

Essential

- 3 years' experience in digital marketing, communications or fundraising role
- Hands-on experience with Adobe Creative Suite and Canva
- Confident managing social channels and CMS platforms (e.g. WordPress)
- Experience in utilising Meta and GA4
- Strong content creation and copywriting skills
- Basic photo and video editing skills for digital content creation
- Excellent customer communication and organisation skills
- Multitask efficiently and meet competing deadlines in a fast-paced environment.

Desirable

- Possess knowledge and understanding of fundraising principles and practices in the not-for-profit sector.
- Experience working with donor databases or CRM platforms to segment audiences and manage personalised communications.
- Knowledge of Raisely and Funraisin platforms

