

# Position Description

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POSITION TITLE	Coordinator – Donor Communications
REPORTS TO	Chief Executive Officer
DIRECT REPORTS	NIL
CREATED	1 July 2022

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## ORGANISATION OVERVIEW

Interplast Australia & New Zealand (Interplast) was founded in 1983 and is a not-for-profit organisation which provides volunteer plastic and reconstructive services together with capacity building activities to developing communities in the Asia Pacific region.

Interplast works to improve the lives of people in developing countries who are disabled as a result of congenital and acquired medical conditions such as cleft lip and palate or burn scar contractures. Volunteer plastic and reconstructive surgeons, anaesthetists, nurses and allied health professionals provide free medical treatment for those who would otherwise not be able to afford access to services. Interplast works closely with local services to build their capacity to deliver surgical and other related health care interventions.

Interplast is a signatory to the Australian Council for International Development (ACFID) Code of Conduct and is an accredited non-government organisation with the Australian Department of Foreign Affairs and Trade (DFAT).

## POSITION SUMMARY

Reporting to the Chief Executive Officer, the Coordinator – Donor Communications is responsible for facilitating strong donor connections with Interplast’s work through the design and production of compelling communications across a diverse range of channels.

The role is tasked with creating and distributing life-changing stories that showcase the significant contribution made by Interplast across the Asia Pacific region. Alongside the Chief Executive Officer, the successful candidate will amplify Interplast’s voice.

This dynamic position requires the ability to anticipate needs, think creatively, and offer solutions within a fast-paced communications environment, working to tight deadlines.

The objectives of this role are to:

- Lead the sourcing and development of communications content
- Facilitate the creation and delivery of content across multiple channels
- Support the Chief Executive Officer, and members of the Executive Team to coordinate media opportunities
- Produce Interplast marketing materials for use by staff, volunteers and key stakeholders
- Coordinate timely and accurate reporting on all communications and marketing activities.

In addition to providing exceptional donor communications, the Coordinator will provide strategic communications and marketing advice as necessary.

**KEY RESPONSIBILITIES (NB: This list is not exhaustive, rather a guide to responsibilities)**

<b>Sourcing &amp; development of content</b>	<p>In accordance with agreed strategies, the Coordinator – Donor Communications will:</p> <ul style="list-style-type: none"><li>▪ Coordinate and chair the internal Editorial Working Group to identify compelling content that allows donors to further their understanding of the Interplast mission</li><li>▪ Act as the FMC focal point for the International Programs Team – building strong working relationships and liaising across teams to plan and implement content gathering activities</li><li>▪ Plan and organise content gathering opportunities for staff, volunteers and external resources to capture stories, photographs and video content from international program activities</li><li>▪ Manage the compliance and consent processes for the collection and use of all visual and written communications content.</li></ul>
<b>Facilitate content distribution</b>	<p>Using the agreed content calendar as the basis for distribution, the role will be required to:</p> <ul style="list-style-type: none"><li>▪ Create and regularly update key communications content, including but not limited to:<ul style="list-style-type: none"><li>▪ Program summaries</li><li>▪ Case studies (beneficiaries, partners and volunteers)</li><li>▪ Fundraising collateral and cases for support</li><li>▪ Electronic and printed media</li><li>▪ Showcase documentation (e.g., annual reports)</li></ul></li><li>▪ Develop and distribute social media and web content, including the production of short videos, digital brochures, publications and other resources designed to broaden engagement amongst donors and stakeholders</li><li>▪ Produce and distribute communications content across multiple channels including:<ul style="list-style-type: none"><li>▪ Posting on social media</li><li>▪ Publishing on Interplast websites</li><li>▪ Designing and publishing printed materials</li><li>▪ Creating content for use by third-party providers.</li></ul></li></ul>
<b>Support media opportunities</b>	<p>Working alongside the Chief Executive Officer, the Coordinator – Donor Communications will:</p> <ul style="list-style-type: none"><li>▪ Act as a contact point for external media enquiries, working to organise and share the Interplast response</li><li>▪ Draft media releases and statements</li><li>▪ Send releases and statements for distribution amongst key media outlets</li></ul>

	<ul style="list-style-type: none"> <li>▪ Build a database of key journalist contacts across the Asia Pacific region</li> <li>▪ Monitor media activity relevant to Interplast and ensure all members of the Executive Team are briefed on appropriate details.</li> </ul>
<b>Produce marketing materials</b>	<p>The Coordinator – Donor Communications will:</p> <ul style="list-style-type: none"> <li>▪ Coordinate the production of all branded materials</li> <li>▪ Act as the key liaison between designers, printers and other suppliers responsible for the successful and timely delivery of relevant marketing materials</li> <li>▪ Ensure brand and marketing guidelines are developed, understood and used throughout the organisation</li> <li>▪ Explore and implement innovative marketing initiatives that further promote Interplast Australia &amp; New Zealand</li> </ul>
<b>Timely and accurate reporting</b>	<p>The incumbent will:</p> <ul style="list-style-type: none"> <li>▪ Establish and monitor donor and stakeholder engagement targets</li> <li>▪ Produce high-quality reports that inform further communications investment, and/or support upcoming donor engagement and fundraising initiatives</li> <li>▪ Ensure data is captured, analysed and used to support delivery of strategic communications initiatives.</li> </ul>
<b>Other Duties</b>	<ul style="list-style-type: none"> <li>▪ Ensure all communications are compliant with relevant legislation and regulatory requirements, including but not limited to DFAT and ACFID guidelines</li> <li>▪ Other duties as required by the Chief Executive Officer.</li> </ul>

## KEY PERFORMANCE INDICATORS

In conjunction with the Chief Executive Officer, the Coordinator – Donor Communications will develop an annual performance plan that clearly articulates agreed key performance indicators and success measures.

Although not exhaustive, performance will be judged by:

- The production and distribution of high-quality communications and marketing collateral
- Deliverables, reports and documentation are accurate, timely and relevant
- All tasks meet agreed time, cost and quality criteria
- Implementation of required policies and procedures as they relate to the role
- Ongoing growth and positive engagement by Interplast donors and supporters.

## ROLE REQUIREMENTS

### Skills

- Exceptional communications skills, and a proven ability to identify compelling information ahead of proactively developing content for agreed audiences

<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Capacity to be proactive, assertive and work well under pressure or within tight timeframes</li> <li>▪ Excellent interpersonal skills with the ability to establish friendly and professional rapport with a wide range of stakeholders</li> <li>▪ Intermediate to advanced proficiency in the full Microsoft Office suite of products</li> <li>▪ Knowledge of, and capacity to efficiently use ICT and organizational systems</li> <li>▪ Comprehensive understanding of, and a demonstrated capacity to maximise social media platforms (Facebook, Instagram, Twitter, LinkedIn and YouTube), WordPress and MailChimp systems</li> <li>▪ The ability to produce eye-catching content within Canva or related design tools</li> <li>▪ Naturally organized and able to manage competing deadlines and tasks to meet tight timeframes in a fast-paced environment</li> <li>▪ Experience creating engaging content in a range of formats for a range of channels, including web, social, video and print</li> <li>▪ 3+ years relevant experience as a communications professional responsible for engaging with external audiences</li> <li>▪ Understanding of the non-profit sector, with a particular interest in international development and global health</li> </ul>
<b>Knowledge &amp; Qualifications</b>	<ul style="list-style-type: none"> <li>▪ Relevant qualifications (desirable) or proven experience in a similar role (essential)</li> <li>▪ A demonstrated commitment to the vision and values of Interplast</li> </ul>

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## EMPLOYMENT TERMS & CONDITIONS

HOURS	45.6 hours per fortnight (3 days per week)
TENURE	Ongoing
SALARY	To be negotiated with the successful candidate (inclusive of superannuation)
LOCATION	Interplast Australia & New Zealand 250 – 290 Spring Street, East Melbourne VIC. 3002
ADDITIONAL INFORMATION	<p>Interplast has extensive flexible work arrangements and as such, a combination of office-based and home-based work would be available for this position. Some regional, interstate, and overseas travel may be required</p> <p>Full entitlements and employment conditions will be set out in the Interplast Employment Contract and Interplast Human Resources Manual</p>

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