

POSITION DESCRIPTION

Social Media & Ambassador Manager

POSITION TYPE

Full-time contract until December 24th, 2021
(with the potential to extend)

REPORTS TO

Campaign Manager

LOCATION

Melbourne, Victoria

The Social Media & Ambassador Manager will be instrumental in bringing the Polished Man campaign to life. The successful candidate will be responsible for leading the strategy and implementation for all Polished Man digital platforms. This is a critical role in the campaign as it provides us with a way to engage with our loyal audience and further build our already strong brand presence online.

The successful applicant will be responsible for managing the Polished Man Ambassador program including strategy, recruitment, photo shoot management (adapted in line with COVID-safe government guidelines), PR integration, ambassador kits packing and social execution. You will have excellent relationship management skills, with both external and internal stakeholders.

Project management, evaluation, and regular reporting will be a key part of this role. This person will support the existing team in a number of elements of the campaign including campaign strategy, marketing and communications.

This role requires management of multiple external stakeholders in addition to ygap volunteers and staff. This role is extremely diverse and ideal for an individual with fundraising, social media marketing or communications experience, coupled with excellent administration and project management skills. We will prioritise applicants with a minimum of four years experience in these areas. You will need to be prepared to come in and hit the ground running!

YGAP & POLISHED MAN

ygap is an international organisation that supports early-stage social impact ventures with locally led solutions to local problems. We believe in the power of inclusive entrepreneurship as an effective way to make equitable and sustainable change in the world.

We find, accelerate and support the growth of impact ventures led by local entrepreneurs who deeply understand the unique challenges of their communities and are best placed to develop solutions, and we create enabling environments for ventures to succeed in the ecosystems in which they operate.

We currently support ventures across Africa, South Asia, the Pacific Islands and Australia. ygap has offices and local teams that lead our programs in each area that we work. To date, our work has positively impacted the lives of over a million people.

Running for the month of October, the Polished Man campaign celebrates the great men and women in our society: those who paint a nail, raise funds, raise their voice and actively commit to ending violence against children. Over the last seven years, we have raised \$7M, engaged over 100,000 people from around the world to get behind this movement funding both trauma recovery and trauma prevention in Australia and around the world. In the past we had the likes of Chris Hemsworth, Zac Efron, Kelly Slater and Malcolm Turnbull get behind us, just to name a few!

GUIDING PRINCIPLES

We have three guiding principles by which we approach our hiring process:

1. We embrace flexible work arrangements, built on trust and respect.
2. We encourage applicants from all cultures, ethnicities and backgrounds.
3. We have a strong focus on diversity, inclusion, gender equity and gender equality across all our operations.

DIVERSITY STATEMENT

At ygap, we welcome all people to be unapologetically themselves. We are not the same and that is our greatest strength. It is the collective sum of our individual differences, beliefs, experiences, self-expression and talent that enables us to live out our purpose which is to advance global equity through inclusive entrepreneurship. To truly achieve this, we need a community that is representative of the people we serve; the people of the world.

ygap is committed to cultivating and preserving a culture of equity, diversity and inclusion across the organisation and all of our operations.

OUR VALUES

Humility

It's not about us, it's about the people we serve.

Empathy

We genuinely care about the work we do.

Integrity

We work like everyone is watching.

Effectiveness

We make decisions and then get things done.

Innovation

We challenge assumptions, test new ideas and take smart risks.

KEY ROLES & RESPONSIBILITIES

SOCIAL MEDIA

- Oversee day-to-day management of Polished Man's owned channels (such as Instagram, Facebook, Twitter, and LinkedIn) and ensure brand consistency; including working closely with our in-house Graphic Designer to create content, and our external copywriting support;
- Oversee community management of all channels, with the support of our Campaign Coordinator;
- Further develop and implement social media strategy;
- Analyse key metrics and tweak strategy as needed;
- Work closely with Partnerships & Engagement Manager to ensure all partnership deliverables are met.

AMBASSADORS

- Further develop and implement the overarching ambassador strategy;
- Approach and secure celebrity and local ambassadors for the campaign;
- Develop and execute the ambassador photo shoot including adapting format to be inline with government's COVID-safe guidelines;
- Supporting all ambassadors throughout the campaign including: online profiles, suggested posts, welcome kit, fundraising mentorship etc.;
- Act as key contact between Ambassadors, media agency, and PR, for any media opportunities throughout the campaign.

OTHER

- Oversee EDM campaign, working closely with external agency support;
- Manage key relationships with our media buyer, digital marketing and PR agencies.

THE TYPE OF PERSON WE'RE LOOKING FOR

- A campaign all-rounder, you have experience in NFP fundraising (peer-to-peer fundraising experience desirable) and digital marketing;

- You have excellent verbal, presentation and writing skills, with active listening skills, and also represent the organisation at events;
- You will have experience with media, social media, or communications;
- You will have experience working with celebrities or other high profile individuals;
- You have a professional, confident and driven work style with a positive, team orientated spirit;
- A self-starter, you will have strong multi-tasking skills, and the ability to work autonomously;
- You are excited by a challenge and willing to work within tight deadlines and limited budgets;
- You demonstrate the highest level of personal and ethical standards with the ability to represent the organisation professionally and responsibly;
- You will have a strong passion for helping to improve the lives of people living in disadvantage and those being subjected to violence.

EXPECTATIONS

Full time position, based in Melbourne, Victoria. Attendance required at Polished Man team meetings and other events or meetings as required, in order to maximise the successful achievement of outcomes.

ADDITIONAL REQUIREMENTS

Flexibility in working outside normal business hours and interstate travel (please note that some meetings you will be required to attend are in the evening).

APPLICATION PROCESS

Please send your cover letter addressing the Key Roles and Responsibilities, and CV to hello@polishedman.com

There is no deadline for applications. We will be scheduling interviews on a rolling basis, so please apply as soon as possible.