



backing local change.



POSITION DESCRIPTION

Marketing Coordinator

POSITION TYPE

Full Time; 12 month contract
(with the potential to extend)

REPORTS TO

Head of Marketing

KEY WORKING RELATIONSHIPS

- Communications Coordinator
- Graphic Designer
- Campaigns Manager

LOCATION

Melbourne, Australia.
Open to applicants from interstate.

ROLE DESCRIPTION

A newly created role in our growing organisation, the Marketing Coordinator will be instrumental in supporting the Head of Marketing by coordinating the execution of ygap's marketing strategy.

This hands-on and dynamic role will engage internal and external stakeholders to gain information and insights in order to recommend and create marketing solutions that support ygap to achieve its strategic objectives. The role will work closely with the organisation's key revenue stream leads to recommend and create initiatives and activities across social media, web design, SEO, and email and content marketing, in line with best practice standards.

ABOUT YGAP

ygap is an international organisation that creates positive change by making entrepreneurship more inclusive. We believe that business can be a force for good, and that entrepreneurship is key to solving the most challenging social and environmental problems facing our world today. But for this to happen, the world's diversity must be represented in creating these solutions and the systems that enable them to succeed.

ygap exists to increase the capacity and agency of entrepreneurs to run successful businesses, and reduce the barriers that inhibit access and inclusion within the entrepreneurial ecosystem.

Since 2008, we have run 60 programs that have supported 626 ventures working to make change in their communities. We have offices led by local teams in Africa, the Pacific Islands and Australia.

Running for the month of October, ygap runs the Polished Man campaign to encourage everyone to take a stand and actively commit to ending violence against children - by painting one nail for the month of October. That one painted nail can start a conversation, which raises awareness and funds to ensure a safer future for every child. Over the last eight years, we have raised nearly \$8M, 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.

GUIDING PRINCIPLES

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

- We embrace flexible work arrangements, built on trust and respect.
- We encourage applicants from all cultures, ethnicities and backgrounds.
- ygap is committed to cultivating and preserving a culture of equity, diversity and inclusion across the organisation and all of our operations. We welcome all people to be unapologetically themselves. 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.

OUR VALUES

We challenge barriers to equality

Inequality isn't accidental; it exists as a result of systems that support the success of some people over others. We strive to bring down those barriers that exist in the entrepreneurial space, and reimagine a system that is accessible and inclusive for all.

We back local change

Our work is fully informed by the people we seek to serve, with the understanding they are best placed to find solutions to the problems they face. Our work is always led by the knowledge of our expert local teams and the needs of the communities they work with.

We collaborate to achieve shared value

We are outcomes-led and actively seek out partners and funders who share our vision of an equitable and sustainable world, and who trust our team and the quality of our work to find the right solutions.

We choose courage over comfort

We actively champion gender, diversity, inclusion and sustainability in every aspect of what we do - from the internal processes of our team, board and organisational structure, to the external operations of our body of work.

We boldly pursue change

We're a collaborative and cohesive global team who are passionate about our work. We commit to being courageous in challenging what's not working, bold in offering solutions for what might, acknowledging our own privilege, honest when we get things wrong, and proactive in learning and growing with an open mind.

KEY SELECTION CRITERIA

Essential

- Tertiary qualification in Marketing, Communications, Advertising, Media, Journalism, Public Relations, and/or,
- An equivalent level of relevant professional experience (three years);
- Copywriting experience across a range of channels including social media, email, website, and media releases;
- Demonstrated success handling multiple projects simultaneously, within tight timeframes;
- Experience in planning, implementing and evaluating marketing campaigns;
- Hands on experience with social media management;
- Proven track record of developing strong working relationships with both internal and external stakeholders.

Desirable

- Experience in planning, implementing and evaluating fundraising campaigns and/or appeals;
- Experience using digital publishing platforms;
- Experience using video editing and captioning software
- Experience using GSuite/Google Workspace, Canva, MailChimp, a CRM platform, and ClickUp;
- Experience working in the not-for-profit, international development sector.

KEY SKILLS AND ATTRIBUTES

- Excellent communication, interpersonal and stakeholder engagement skills and a flexible approach when working in a team;
- Strong project and time management skills, with the ability to handle multiple projects within tight timeframes;
- Details oriented and a keen eye for design;
- Analytically minded, understands how to interpret data and apply it in decision making
- Willingness to show initiative and make

recommendations based on gathered insights and data for what could achieve success

- An open mindset that includes a willingness to test ideas and adapt those based on feedback and initial results

KEY RESPONSIBILITIES

Marketing Support - 40%

- Conduct research and analysis to inform strategic marketing activities and initiatives
- Recommend and create marketing plans across key revenue streams
- Execute key activities on marketing plans alongside key revenue streams
- Establish systems for assessing results to inform future activities and understanding marketing ROI
- Work closely with the Head of Marketing, Campaigns Manager and Communications Coordinator to create, maintain and strengthen ygap's overall brand across its channels

Campaigns Support - 30%

- Managing the hello@polishedman.com inbox, responding to all enquiries in a friendly, professional and timely manner;
- Coordinate packing house and postage of kits and collateral, etc.;
- Develop strategy to monitor the Polished Man and ygap database and identify high potential fundraisers and teams, and opportunities for partnerships via sign ups and social media;
- Provide support to the Campaign Partnerships and Manager.

Content Creation & Curation - 20%

- Source relevant inputs from ygap program teams and work closely with revenue stream leads to create and coordinate content as per marketing plan
- Work closely with the Communications Coordinator to coordinate marketing activities from a content perspective including distribution and activation through all channels and websites

Community, Audience, & List Management - 10%

- Maintain segmentation of key audience groups to ensure marketing activities are aligned and stay relevant over time;
- Help develop and drive audience growth strategies across ygap channels;
- Community management of ygap's social media accounts.

TIME COMMITMENT & TRAVEL

Due to the global nature of the team and partners, there is an expectation that meetings and events will periodically fall outside of 'traditional' business hours. There may also be some travel required intermittently throughout the year for periods of up to two weeks.

The **Marketing Coordinator** will be a **Full Time role** ideally based in **Melbourne, Australia**, however ygap is open to and supports flexible working arrangements.

APPLICATION PROCESS

Please submit a cover letter addressing "Key Selection Criteria" together with a current CV to **Eva Mackinley** at info@ygap.org. Please include in the subject line of the email "Marketing Coordinator - Application"

Applications will be processed and candidates interviewed as applications are received and we encourage you to apply early.