



POSITION DESCRIPTION

Marketing and Communications Coordinator - Fiji Based

POSITION TYPE

Full-time, 12 month contract

REPORTS TO

Philanthropy and Partnerships Manager

LOCATION

Fiji

The Marketing and Communications Coordinator is an instrumental role supporting ygap to achieve its organisational goals. As a key member of the fundraising team, the successful applicant will develop and implement marketing activities as part of an annual plan to support ygap's fundraising functions across partnerships, campaigns and appeals.

This role will work closely with the Philanthropy and Partnerships Manager to co-design an annual marketing plan that considers audience segments whilst supporting key milestones in the ygap calendar from both a programming and fundraising perspective. The successful applicant will support in the delivery of ygap's campaigns and appeals including the annual Polished Man campaign, led by the Campaigns Manager.

Excitingly, this role will be based in Fiji, ygap's fastest growing regional portfolio, for closer alignment to our work. We envision 1-1.5 days per week dedicated to marketing ygap's Pacific Islands Portfolio, and the other days supporting the organisation globally from a marketing perspective.

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 65 programs that have supported 626 ventures working to make change in their communities. We have offices led by local teams in Africa, South Asia, the Pacific Islands and Australia.

OUR RECRUITMENT 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 of our own privilege, honest when we get things wrong, and proactive in learning and growing with an open mind.

QUALIFICATIONS AND REQUIREMENTS

Essential

- Tertiary qualification in Marketing, Advertising, Media, Journalism, Public Relations
- An equivalent level of relevant professional experience (minimum three years);
- Exceptional written and verbal communication
- 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 and/or website development;
- Experience using video editing and captioning software
- Experience using digital publishing platforms, GSuite/Google Workspace, Canva, Mailchimp or other EDM platform, Nethunt or other CRM platform, and ClickUp or other work management tool;
- Experience working in the not-for-profit, international development sector.
- Experience working with diverse teams outside of Fiji given ygap's global portfolio.

KEY COMPETENCIES

- 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.

RESPONSIBILITIES AND DUTIES

Marketing support for ygap globally - 40%

- Conduct research and analysis to inform strategic marketing activities and initiatives as part of ygap's annual plan supporting key program and fundraising milestones at a global level;
- 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 Philanthropy and Partnerships Manager, Campaigns Manager and CEO to create, maintain and strengthen ygap's overall brand across its channels.

Marketing Support for the Pacific Islands Portfolio - 30%

- Support the design, development and implementation of the Pacific Islands marketing strategy across its program portfolio
- Compose copy for marketing and communications channels and materials - website, EDM, social posts, slide decks and media kits.
- Design marketing and/or communications content using Canva, Photoshop, and/or appropriate apps.
- Film and edit video marketing and/or communications content using Canva, iMovie, Adobe Premiere Pro and/or various apps
- Act as the key point of contact for external communications requests from partners, donors, media and/or external stakeholders.
- Coordinate and support the capture of creative content across program activities - events, training, bootcamps et al.
- Develop and maintain relationships and associated databases for Pacific Islands media outlets, influencers and/or publicity outlets.
- Execute marketing and communications activities as part of the scope of work for the Australian Government Business Partnerships Platform (BPP) program.

Content Creation and 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.
- Coordinate marketing activities from a content perspective including distribution and activation through all channels and websites.
- Manage templates and support/advise teams to develop own content as part of broader marketing plan that is consistent with ygap's brand.

Community, Audience and 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.
- Management of ygap's website and content

TIME COMMITMENT AND 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 and Communications Coordinator will be a full-time role based in Fiji with flexible work options available.

APPLICATION PROCESS

Please submit a cover letter addressing "Key Selection Criteria" together with a current CV addressed to Kat Crowley at careers@ygap.org.

Please include in the subject line of the email "Marketing and Communications Coordinator - Application"

For more information about salary and the competitive local packaging, please contact Kat at the above email address.

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