



The  
Hunger  
Project.

AUSTRALIA

**The Role:** Marketing Coordinator  
**Location:** Sydney, NSW (WFH/in person hybrid – central Darlinghurst)  
**Reports to:** Head of Marketing and Impact  
**Position Type:** Permanent full-time

**Salary:** \$75,000 plus super, plus NFP salary packing + potential performance bonus

## **THE ORGANISATION**

We are a global movement with a vision to create a world without hunger.

Empowered leadership is the foundation of our community-led programs. We focus on nutrition, education, climate-resilient farming, water and health.

You can read more about our Impact at [thp.org.au](https://thp.org.au)

## **THE ROLE AND RESPONSIBILITIES**


A typical day involves writing and building email sends, segmenting lists from our CRM to make sure the right messages are reaching the right audiences and creating engaging social media posts and content for our corporate partners.

You'll need to be digitally savvy (Facebook, Canva, Insta, MailChimp, WordPress) and you must be able to write copy across a range of channels and understand the nuance of writing for different audiences.

Creativity, curiosity and a sense of humour also highly desirable!

### **Your experience could include:**

- Knowing your way around CRM (Raiser's Edge) and integration with email marketing platforms (Mailchimp)
- Creating and optimising emails

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- Updating websites (Wordpress)
  - Social media platforms (including Facebook, LinkedIn, Instagram and YouTube)
  - Multimedia content creation tools (Canva, Adobe Creative, InDesign)
  - Analytics interpretation and reporting

**We're looking for someone who can:**

- Develop and publish social media content that engages, retains and achieves strategic goals of broader marketing and communications strategies
- Manage, create and optimize segmented email campaigns and ongoing email communications
- Manage a content library and database, including associated records management (such as consent forms)
- Copywriting for a range of diverse materials and platforms

**Personal attributes**

- Proactive and self-motivated with a passion for taking initiative
- A collaborative team player who can also work independently
- Excellent organisational skills with the ability to manage multiple projects simultaneously
- Enthusiastic about contributing to a global movement working towards ending world hunger

**Benefits**

- Additional benefits, including NFP salary packaging and potential performance bonus at end of year tied to organisational KPIs
- Genuine flexibility
- Additional leave days between Christmas and New Years to acknowledge your contribution throughout the year
- A supportive, inclusive work environment that values diverse perspectives and experiences



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## **Our Commitment to Diversity**

The Hunger Project is an Equal Employment Opportunity (EEO) employer. We are dedicated to creating a diverse and inclusive workplace where everyone feels respected and valued. We encourage individuals from all backgrounds, abilities, and identities to apply. Your unique experiences and perspectives are vital to our mission.

## **How to Apply**

Please submit your application with your CV and a cover letter detailing your qualifications and interest in the role to [Nicole.lovelock@thp.org](mailto:Nicole.lovelock@thp.org)

Applications close Monday 21 October 2024.

We look forward to learning how you can contribute to our team!