

POSITION DESCRIPTION: Marketing and Partnerships Manager

Role	Marketing and Partnerships Manager
Time commitment	0.8 FTE - full-time (negotiable)
Location	Naarm (Melbourne)
Reports to	Deputy CEO
Direct reports	N/A
Commencement	ASAP
Terms	Initial contract of 6 months

ABOUT PIJI

The Public Interest Journalism Initiative (PIJI) is a specialist think tank advancing the future sustainability, diversity and plurality of public interest journalism. We inform practical policy solutions and public conversation on the importance of an effective, pluralistic news media of all types and sizes.

As a registered charity, PIJI is governed by a board of independent directors and guided by our Expert Research Panel and Policy Working Group. We are dedicated to catalysing positive action at a systemic level to support a diversity of public interest journalism that informs citizens and strengthens and safeguards Australia’s democracy.

Following its establishment five years ago, PIJI is now a recognised credible, neutral voice in the news sector.

PIJI is currently undertaking its new strategic iteration. Communications and stakeholder management across groups will play a key function in this journey.

ROLE AND KEY RESPONSIBILITIES

As PIJI looks to rapidly increase its scale and influence, the Marketing and Partnerships Manager will work with and support the Management and Board of PIJI to shape and drive the strategic communications direction and vision of the organisation and grow its audience.

You will be responsible for ensuring high-quality and innovative communications, stakeholder engagement, partnership relations and fundraising support to meet the strategic, contractual and financial targets of the organisation. You will play a critical role in assisting PIJI’s strategic direction.

The successful candidate will have a marketing qualification or relevant industry experience in marketing and communication, as well as experience in stakeholder management and fundraising. They will have extremely strong administration skills and be a creative, out-of-the-box, independent thinker. Values-driven and with an appreciation of the for-purpose sector, you will demonstrate a commitment to work collaboratively, take instruction and direction and work across multiple projects concurrently.

KEY RESPONSIBILITIES

Marketing & Communications

- Work with the Deputy CEO to execute PIJI's communications strategy and deliver a vision underpinned by the purpose of the organisation
- Collaborate with the Deputy CEO to continue growing PIJI's audiences on all digital platforms/content creation for stakeholder communication (both internal and external)
- Website management and content creation
- Media management and public relations support
- Social media monitoring and content creation
- Collection and collation of analytics (including from the website and social media) for reference against KPIs
- Management of marketing/communications suppliers
- Reporting duties (including writing annual and board reports)
- Administrative duties across marketing and communications functions
- Establishing and maintaining content schedules and calendars
- Scheduling and administrating relevant meetings

Partnerships, stakeholder management and fundraising

- Mapping stakeholder groups and audience segmentation
- Drafting partnership proposals, agreements and reports
- External stakeholder management across multiple groups
- Fundraising activity and support to assist PIJI in achieving its goal of \$5 million in philanthropic funding (in collaboration with the CEO and Deputy CEO)
- Partnership communications and briefings
- Support in funding and partnership acquittals

WORK HOURS & BENEFITS

PIJI offers a flexible working environment (including remote working) to promote integrity, respect and teamwork and as an employer we are committed to providing equal opportunities and a positive work environment. PIJI is headquartered in Melbourne and provides co-working space.

This role is 0.8 FTE- full time (negotiable), located in Melbourne. Designated working days may be negotiated prior to commencement. We also offer up to four weeks of unpaid leave in addition to four weeks of annual leave (pro rata). Work-related overnight travel may be required on occasion (unlikely to be more than three times annually) but will be made with a minimum of two weeks' notice wherever possible.

DESIRED QUALIFICATIONS & SKILLS

- A tertiary qualification in communications or marketing (marketing preferred)
- Proven experience in funding/partnership/stakeholder management
- Excellent interpersonal communication skills with a strong track record in stakeholder management
- Demonstrated knowledge and proficiency with communications technologies including but not limited:
 - Social media platform management
 - Social media analytics management and interpretation
 - Mailchimp/Salesforce
 - Google suite of products, including AdWords, Drive, Analytics and so on
 - Microsoft 365 and related product suite
 - Canva
 - Spreadsheet proficiency
- Working knowledge of content management systems, basic HTML coding and a basic understanding of graphic design, layout, and publishing
- Proven experience growing multi-platform audiences

Personal attributes

- Someone who can work collaboratively or independently as necessary
- A genuine interest in PIJI, our organisation and core values
- Interpersonal skills aligned with a positive and respectful work culture

Please email your CV and covering letter addressing the desired qualifications and skills to isabelle.oderberg@piji.com.au by 9am Friday 19 April. Early applications are encouraged, and PIJI reserves the right to commence interviewing as applications are received.

Please contact isabelle.oderberg@piji.com.au if you have any questions about this position.
