



POSITION	Marketing & Fundraising Coordinator
SALARY	\$59,066.21 plus superannuation (base rate p.a)
EMPLOYMENT TYPE	Full Time
LOCATION	Sydney
START	November 2021

batyr is a 'for purpose' preventative mental health organisation, created and driven by young people, for young people. We run programs that help smash the stigma surrounding mental health and empower young people to reach out for support. We help create supportive communities.

We are an energetic, fun and dynamic team who are passionate about changing the way we speak about mental health. Excitingly, we are on the hunt to build our team with even more passionate, skilled and driven people to continue to develop our high-performance culture and expand the reach and impact of batyr. If you want a workplace where you can bring all of your full, weird and wonderful self to the office each day, this is the place.

working with us

At batyr, we care deeply about those we welcome into our work-family and do our best to support our team. We do this by:

- providing all permanent staff with a wellbeing budget that you can use on a gym membership, a new surfboard, pottery classes, music lessons, a spa treatment, a new book... almost whatever you need to help keep you feeling good
- providing wellbeing sessions and ongoing professional development, including Mental Health First Aid accreditation
- wellbeing leave - your personal leave doesn't just have to be for sick days, at batyr you can also use this leave to support your mental health and wellbeing
- mid-year and start-of-year retreats
- flexible working arrangements
- salary packaging up to \$15,900 pa - because we're a not for profit, you can choose to receive a proportion of your wage as a reimbursement of personal expenses, with no income tax payable on this money
- a bring your own device policy, with reimbursements for using your own phone and computer

batyr is committed to providing a safe, culturally appropriate, inclusive environment for all people, regardless of their ethnicity, faith, disability, sexuality, or gender identity. We believe that everyone's voice is valid and worthy of being heard and because of this we strongly encourage people from all backgrounds to apply, especially those from minority or marginalised communities.

about you

You're passionate about purpose driven work and using your skills to make a difference. Being someone who understands young people and youth culture, you know how to best reach and connect with them in an online world. You're a team player and are always keen to help others and throw your hat in the ring, however, you also thrive when working autonomously. You're an all rounder and ideas person, always thinking of new or different ways to do things and to engage our donors and community.

You have an absolute way with words and you always captivate your readers! You are ahead of the curve with all of the latest social media trends and up-to-date with the world of fundraising. Not only are you creative but you are also extremely organised, love a good spreadsheet and using data to analyse our audience and make decisions. You show up to all situations with empathy for others, and are extremely passionate about creating positive change for young people in Australia.

As with all of our employees, you will have an active interest in tackling the stigma in young people around mental health, and are aligned to batyr's five values; empathy, inclusivity, balance, positivity and boldness.

position summary

The Marketing & Fundraising Coordinator will assist in the implementation of the batyr marketing and fundraising strategy across all platforms and channels. The role will work closely with the team across a variety of projects and tasks. This includes donor engagement, delivery and reporting of digital content, development and execution of EDMs, social media community and channel management, campaign administration and coordination, as well as project coordination of digital activities, data and analytics, and supporting other marketing and fundraising initiatives as required.

With a flare for brand and storytelling, you will always ensure batyr is represented and communicated in line with our guidelines and values. The role requires exceptional time management, creativity and a passion to increase the impact and exposure of batyr.

The Marketing & Fundraising Coordinator will report directly to the Digital Marketing Manager based in Sydney.

All candidates will need to hold a current Working with Children Check and Police Check, or be willing to obtain these within one (1) month of starting the role.

key responsibilities

- Donor stewardship, administration and engagement, ensuring our supporters feel valued for their contribution to batyr
- Campaign coordination and administration, including working with external suppliers
- Copywriting for EDMs, media releases, newsletters and social media
- Implementation of EDM journeys for fundraising campaigns
- Support with the maintenance and implementation of a content calendar for all social media platforms
- Monitor social media platforms; including moderating, responding to comments and escalating anything of concern
- Collecting and reporting on data across different donor and social platforms
- Assist with ordering, stocktake and distribution of promotional materials and merchandise
- General administrative support for the wider Marketing & Fundraising team

essential selection criteria

- Outside-the-box thinking and creative problem solving skills
- Excellent copywriting skills; with an ability to write for diverse audiences
- Highly organised, with an ability to coordinate tasks and identify priorities in day-to-day work
- Excellent communicator, both verbal and written
- Creative flare and eye for design
- Active interest in smashing the stigma around mental health, and empowering and supporting young people

desirable selection criteria

- 2+ years in a fundraising role or not-for-profit organisation
- Relevant tertiary qualifications
- Experience with Salesforce, social media, and scheduling platforms

how to apply

Please email your cover letter addressing the essential selection criteria & CV to careers@batyr.com.au by 9am Monday 18th October, with the job title and where you saw this ad in the subject line.

batyr is a safe and inclusive workplace. Those from minority or marginalised communities are particularly encouraged to apply. This includes, but is definitely not limited to, people with a lived-experience of mental ill health, Aboriginal and Torres Strait Islander people, culturally and linguistically diverse people, LGBTQIA+ people, and people with disabilities.