



POSITION DESCRIPTION

Marketing & Communications Lead

IJM Australia, (FTE 1)

Who We Are

International Justice Mission (IJM) is the global leader in supporting governments to protect vulnerable people from violence. Our team of 1,200+ professionals are at work in 33 countries across the Asia Pacific, Africa, Europe and the Americas. Together with government, corporate, civil society, community and survivor leader partners, we are catalysing a global movement that will rescue millions, protect half a billion and make justice for people in poverty unstoppable.

International Justice Mission Australia, established in 2014, partners with IJM Global to deliver justice programs overseas and grow the movement of Australians seeking justice for the oppressed.

The Values

IJM is *Christian, Professional and Bridge Building*. Our Christian value manifests not only in our motivation but in our culture and work environment, including daily devotions, stillness and prayer.

The Position

IJM Australia is in a rapid growth position with exciting goals for the next three years. A key part of this strategy is to double our individual giving by 2024 whilst deepening engagement and educating our IJM supporter base about the issue of slavery. An innovative and creative approach to marketing with clear and compelling communication techniques are the primary tools needed to achieve these ambitious goals. Therefore, the Lead, Marketing and Communications will be a critical component in bringing the issues of slavery into the psyche of every Australian.

Reporting to the Director of Marketing & Communications, the Lead, Marketing & Communications will:

- Drive communications across multiple channels through well-developed content creation and delivery strategies that consider both the annual communications objectives and campaign & event communication needs.
- Work effectively with IJM's creative agency on specific campaigns and projects to deliver creative collateral and media elements as required. Additionally, working with the external agency will also involve having knowledge of digital ad spend, tracking and reporting.
- Work with Partnerships and Advocacy teams to design and deliver unified and effective communication, that maintains brand cohesion, leading towards successfully achieving organisational strategic goals as well as cross-departmental /divisional objectives.
- Assist the Director of Marketing and Communications in the delivery of a national tentpole moment campaign that focuses on bringing the issues of slavery to the forefront for Australians and corporations.
- Give input to the Director of Marketing & Communications for the annual budget, forecasting revenue opportunities and expense items.

- Collaborate creatively and strategically within the Marketing and Communications team to develop plans and activities that unlock the true potential of IJM supporters.
- Give input and key qualitative information to the Director of Marketing & Communications to support the development of holistic supporter journeys and products enhancing acquisition, retention, and engagement of our donor community.
- Analyse and report on activities and campaigns post the occasion for effective understanding of success and ROI.

Skills, Experience and Attributes

To be successful in this position you will have:

- Excellent writing and editing skills
- Well versed in SEO, SEM, Social Media, EDM and Content Writing
- Excellent organisation skills and a track record of managing multiple projects simultaneously
- Highly developed strategic marketing, communications, and project management skills
- Proven track record in successful delivery and evaluation of campaigns
- Ability to set the creative direction of campaigns and brief these to media/ creative agency
- Proven track record in building and managing relationships with a range of internal and external stakeholders
- Graphic design skills are desirable in producing social media tiles and collateral

You will also:

- Previous knowledge of UX or CX is advantageous
- Copywriting experience is desirable
- You will have an understanding of product development and supporter journeys
- You will embody IJM team behaviours in an exemplary manner, contributing to a positive, empowering, and dynamic workplace culture
- You will help develop and grow IJM Australia's influencer marketing strategy and content marketing strategies to help IJM to achieve its 2030 vision.

What We Offer

- An inspiring professional environment. Your work makes a difference in the lives of the thousands of clients IJM is serving. You are part of a passionate global team of professionals – characterised by an atmosphere of personal involvement and determination to bring justice, transform communities and end slavery
- Deepen your understanding of modern slavery and related issues
- Opportunity for spiritual formation
- Salary determined by our remuneration policy and years of qualified experiences

Interested?

Please send a one-page cover letter outlining your suitability for the position including your demonstrated commitment to IJM Australia's values as detailed above, along with your current CV to recruitment@ijm.org.au.

IJM Australia is interviewing and recruiting for this position as applications are received, so we encourage you to apply as soon as possible.



PO Box 124, St Leonards NSW 1590
T +61 1300 045 669
E contact@ijm.org.au

INTERNATIONAL JUSTICE MISSION is a global organisation that protects people in poverty from violence.

Learn more: IJM.org.au

Follow us @ijmaus    