**POSITION DESCRIPTION**

**TITLE** CAMPAIGN & PROJECT CO-ORDINATOR

**RESPONSIBLE TO** MARKETING & COMMUNITY ENGAGEMENT MANAGER

**DURATION** Ongoing

**HOURS** Full Time

**SALARY** $60,000 - $65,000 plus employer superannuation contribution

**LOCATION** Docklands, Melbourne, Australia

# THE ORGANISATION

Fairtrade Australia and New Zealand (ANZ) is a dynamic and ambitious development organisation committed to tackling poverty and injustice through trade. We are best known as the independent, not-for-profit body behind the Fairtrade Mark, a means for assuring consumers that their purchase helps disadvantaged farmers and workers in developing countries secure a better deal. The Fairtrade Mark is the best known and most trusted ethical label amongst consumers worldwide.

Fairtrade ANZ is governed by a Board of Directors and is a member of Fairtrade International, a global network of organisations working to uphold robust standards. The global Fairtrade network also includes producer networks in Africa, Asia-Pacific and Latin America/Caribbean, who are co-owners of the global system.

Fairtrade ANZ has an ambitious new five-year strategy to transform a critical mass of the population to rethink the products they buy and consume and to proactively support and advocate for the producers behind these products. The strategy places an emphasis on significantly increasing consumer demand by promoting awareness, engagement, sales and advocacy of Fairtrade brand, products and ideology.

# THE TEAM

The position sits within the Marketing and Community Engagement team, which works across both Australian and New Zealand markets. The team is responsible for leading and executing the marketing and community engagement strategy including the creation and management of dynamic marketing campaigns, written and visual content production and communications, always on digital optimisation, development of educational materials, thought leadership and PR, events and research.

The Marketing and Community Engagement team works closely with the rest of the organisation and the wider Fairtrade network to achieve its goals - of raising awareness about the issues Fairtrade exists to address, building support for change in trade practices, and creating demand for Fairtrade certified products to generate growth in sales – which ultimately lead to facilitating fairer trading conditions and greater returns for producers in developing countries, enabling them to build thriving communities.

# THE OPPORTUNITY

The Campaign and Project Manager position reports to the Marketing & Community Engagement Manager and works closely with other members of the team across the Australian and New Zealand offices. It also has key working relationships with the Business Development team and their primary stakeholders, including Fairtrade licensees and retailers.

The purpose of the position is the development and execution of dynamic, highly impactful marketing campaigns and projects to promote awareness, engagement, sales and advocacy of the Fairtrade brand, products and ideology. We are looking for someone keen to push boundaries and drive significant change via the creation and management of inspirational campaign work. It is a fast-paced role which requires a creative, marketing mindset, a love of content, juggling multiple priorities, exceptional planning and negotiation skills.

It is an ideal opportunity for someone ready to make a significant mark by delivering exceptional campaign and project work as well as content that really shifts the dial for Fairtrade, one of the world’s leading ethical brands.

# Key Tasks and Responsibilities

* Project managing marketing and awareness raising campaigns from beginning to end including: planning, preparation, testing, execution, delivering these on time and within budget to a consistently excellent standard; with your primary deliverable being the creation and successful implementation of these campaigns projects including: existing international campaigns such as Fairtrade Fortnight and World Fairtrade Challenge, delivering the Fairtrade ANZ Annual Report, as well as contributing to the creative planning and implementation of new campaigns developed specifically to galvanise local communities.
* Stakeholder management including: internal, external creative agency, media buyers, retailers and Fairtrade licensees and securing required authorisation.
* Liaising with external content producers as required, for the creation and delivery of inspirational visual and written content.
* Working with relevant team members to ensure campaign storytelling and content execution across all of Fairtrade’s communication channels including website, social media, eDMs and Google advertising.
* Monitoring, evaluating and reporting on success of activities and return on investment, explaining variances and making recommendations

# Skills and Experience:

* Experience in working in fast-paced environment, managing projects and professional marketing campaigns from inception to completion, ideally having worked with agency staff and external stakeholders. (E)
* Excellent, proven project management skills ideally backed by trusted project management principles to consistently deliver outstanding project and campaign results. (E)
* Ability to understand and translate local and international stakeholder requirements into best fit solutions and achieve stakeholder buy-in at every opportunity (E)
* Collaborative, adaptable, highly organised and solution-oriented with ability to prioritise tasks for optimal outcomes. (E)
* Outstanding written and oral presentation skills. (E)
* Ability to keep the big picture in mind while also demonstrating attention to detail. (E)
* Team player, taking initiative and also direction when provided. (E)
* Previous experience of working with external design, web and communication agencies to develop concepts and manage production of creative materials (D)
* Keen analytical skills, using best practice, data and research to generate content concepts and approach (E)
* A working knowledge of international development and the role of Fairtrade in tackling poverty and unfair trade (D)
* Previous experience and familiarity in working with HubSpot will be highly regarded (D)