



Snowdome Marketing & Communications

- A pivotal role in a mission-led private foundation
- An opportunity to be part of transformational projects in blood cancer research and clinical trials
- Flexible working environment with salary packaging
- Located in South Yarra, Melbourne

Snowdome Foundation's vision is to give every Australian blood cancer patient the best opportunity for a cure. To achieve this, we support clinical trials and research to accelerate next generation treatments with funds generated through our donor engagement events and activities. Our success is directly attributable to the generosity of our donors, our reputation and the impact of our support.

This is an essential role that will lead the digital transformation and the development and delivery of the marketing and communications programmes to support the achievement of the new strategic priorities and growth of the Snowdome Foundation.

Reporting to the CEO, this is a dynamic and multi-tasked role with responsibility for the brand framework and public face of Snowdome Foundation, delivering a range of original, strategic and highly targeted engagement campaigns.

We are seeking a motivated, values-driven person with a passion and understanding of the not-for-profit sector combined with a love for engaging audiences. This role will suit someone who is creative, an incredible storyteller, a great wordsmith, is engaging, has bucket loads of initiative and a can-do attitude. The successful candidate will be digitally savvy, have excellent marketing and communication skills, loves the craft and wants to make a real and measurable difference.

Application Instructions:

We would love to hear from you to find out more about what you are looking for in a role. Send us your resume, how you think you can help deliver our digital transformation and what your ideal role looks like. To be considered, applications must address these Criteria.

The role will be kept open until we find our perfect match, so don't delay. Please submit your application to hr@snowdome.org.au stating **Marketing & Communications Application** in the subject line.

Marketing & Communications

Position Description

Position:	Marketing & Communications
Reporting To:	Chief Executive
Employment Status:	Happy to discuss both full-time and part-time
Remuneration:	Determined by experience and Employment Status Salary Packaging available
Location:	South Yarra, Melbourne

About Snowdome:

Snowdome Foundation is the leading Australian not-for-profit focusing exclusively on raising funds to support translational research into blood cancers and accelerating next-generation treatments for Australian blood cancer patients.

Since 2010, Snowdome has granted more than \$52M, leveraged over \$18M in matched funds by working collaboratively with government and philanthropic partners, extended 65 research grants and funded more than 89+ multi-year Australian research positions. We have supported the establishment of Blood Cancer Research Western Australia to enable WA blood cancer patients to gain access to innovative treatments and are incredibly proud to have lent support to the Australasian Lymphoma Alliance and the Women in Lymphoma global initiative.

Snowdome is led by the CEO, a highly engaged Board and supported by a high performing Executive.

Our values define who we are, shape our culture and the behaviours and mindset of our people. They are passion beyond belief, excellence in everything we do, persistence in the pursuit of cures and partnerships for good.

Diversity and Inclusion

We are working hard to recruit people who represent the diversity of our community. Snowdome is committed to providing an inclusive culture where all our people can thrive, feel supported to do their best work and feel empowered to let their ideas flourish.



Purpose of this Position:

Reporting to the CEO and working closely with the Executive and external agencies, the Marketing & Communications person will be an experienced and innovative professional with considerable knowledge and experience in building digital capacity and transformations, the development and delivery of marketing, communication and donor engagement initiatives. Being a great writer will be a key to your success.

This role is responsible for strategic internal and external communications and marketing, brand management, media, digital and social media, fundraising campaigns, and stakeholder engagement. This position will contribute to the delivery of the Snowdome Foundation strategic plan through innovative marketing and communication strategies and will work to ensure the promotional and positioning activities complement our organisational objectives.

Duties:

- Digital transformation project.
- Development of the overall strategic brand framework for Snowdome.
- Lead the planning, development, execution and evaluation of the Snowdome marketing strategy to support business growth objectives through a range of engagement campaigns to effectively target and engage audiences, new donors and revenue streams using a targeted mix of online, digital, direct and traditional marketing tactics.
- Develop and oversee communication campaigns ensuring this is in line with the marketing strategy and maximises audience engagement.
- Lead the development and management of the Snowdome Ambassador programme.
- Develop and manage the delivery of the Annual Review each year.
- Lead the campaign management process from planning through to delivery.
- Provide strategic advice to the Executive and Board on marketing and communication strategies.
- Display effective leadership to drive performance and be accountable for budget, timelines and reporting.
- Monitor and ensure data is recorded accurately within the Snowdome CRM system and database.

Key Skills:

Essential

- A tertiary qualification in marketing, communications, media or a related discipline, and/or equivalent demonstrated experience in a related field.
- Demonstrated experience in leading and building digital capacity in an organisation.



- Superior writing, creativity, marketing, communications and project management skills.
- Proven track record in taking organisational goals and strategic objectives and translating this into highly engaging and successful marketing campaigns.
- Exceptional organisational skills and the ability to deliver a high standard of work with superior attention to detail and accuracy.
- An engaging storyteller with outstanding literacy and communications skills – both written and oral.
- Proficiency in the functionality and usage of databases and CRM systems.
- Enthusiastic, positive and outgoing approach with exceptional interpersonal skills to confidently interact with people at all levels and in all circumstances.
- A strong alignment and commitment to our values and behaviours, with a working style that reflects these and contributes to a constructive, high-performance culture.

Desirable:

- Experience using a CRM system such as Salesforce or a platform for content management.
- Experience in not-for-profit, charitable, or philanthropic organisations gained within the health or medical research sectors.

Relationships:

With	Purpose
1. CEO	This position will report to the CEO.
2. Snowdome Executive	This position will work closely with all members of the Snowdome Executive.
3. Board Members	This position will interact with Board members on a regular basis.
4. Snowdome Committees	This position will interact with Snowdome Fundraising and Events Committee members and event volunteers
5. Stakeholders (donors, government, partners, funding partners, ambassadors, volunteers)	This position will interact with key stakeholders including external agencies and suppliers, along with media, donors and sponsors.

Other Relevant Information:



Eligibility

To be appointed to this position you must be an Australian/New Zealand Citizen, or an Australian Permanent Resident currently residing in Australia.

The successful applicant may be required to obtain and provide a National Police Check or equivalent.

Flexible Working Arrangements

We work flexibly at Snowdome, offering a range of options for how, when and where you work.

Performance Appraisals

Performance review and career development discussions take place on a six-monthly basis.