

ROLE STATEMENT

Marketing and Social Media Coordinator

Enabling Women in Africa to Give Birth Safely

- Globally, every day, 786 women die trying to have a baby. 70% occur in Africa, the vast majority avoidable.
- For every death, about 20 other women suffer an injury, the most feared being an obstetric fistula. Left untreated, a woman suffering a fistula will live a life of incontinence, misery, shame, and ostracism. 40% will plan or attempt suicide.
- Deaths and fistulas occur in Africa simply because many women don't have access to safe medical care. Fistulas occur very rarely in well-resourced countries simply because comprehensive obstetric emergency care (including a caesarean) is normally available to women.

Motivated by Jesus Christ's call to love and serve the poor, **Barbara May Foundation** has responded to this need by facilitating free and safe care for poor and vulnerable women during childbirth and for those already suffering from complications arising from childbirth. We seek to honour women's dignity and restore their agency by facilitating the repair of obstetric fistulas caused by obstructed labour, and by working to eliminate fistulas and prevent women dying in childbirth.

About Barbara May Foundation

Barbara May Foundation is an Australian registered charity with tax deductibility status established in 2009 by Medical Director, Dr Andrew Browning AM, an obstetrician and gynaecologist, as well as being one of the world's leading fistula surgeons.

Barbara May Foundation has supported hospitals in Ethiopia, Tanzania, South Sudan, and Northern Uganda. We receive no government funding, and our donors, from all over the world, support the provision of maternal healthcare in Africa.

Our Vision

A world where all women can face giving birth with dignity and confidence. We play our part in realising that vision by working compassionately to reduce death and injury in childbirth in Africa.

Our Mission:

- To eliminate maternal mortality, with a focus on the treatment and prevention of obstetric fistula.
- To provide financial support and professional assistance for maternal healthcare including medical infrastructure and services, training, and education.

Our Values

- **Compassion:** Our hearts are moved in loving kindness to seek the best for others, placing their needs ahead of our own.
- **Integrity:** Remaining true to our roots, we are authentic, courageous, and accountable in our work. We act justly, love tenderly and walk humbly.
- **Respect:** Without bias we honour the dignity inherent within every person, reflected in our considerate and professional care

About the Role

This role supports the marketing and social media functions of Barbara May Foundation. Being an Australian NFP that supports hospitals in East Africa, the stories of impact are most important to tell our audiences, donors, volunteers and supporters as many will support us without ever getting the opportunity to travel to Africa. How we describe our work is vital to who we are and linked to the support we receive.

This role requires great storytelling skills, attention to detail (e.g., ensuring photos are credited with the right women/children from the right countries we operate), timely responses on social media and a level of organisation to balance competing deadlines.

Key Accountabilities

You will be integral part of the team through the following:

- Assist in development and support implementation of the marketing/social media strategy
- Source relevant inputs from our Medical Director, and key personnel in Africa, and in Australia, to create and coordinate engaging content for social media (Facebook, Instagram, LinkedIn), website, newsletter and annual reports.
- Manage paid amplification of content, analyse performance metrics, and provide actionable insights for optimization.
- Community management of our social media accounts: proactively engage with our audience, with timely responses to comments and building relationships with loyal supporters.
- Prepare monthly social media and marketing reports and communicate insights and recommendations.
- Support the Community Partnerships Manager with events and community fundraising support.
- Provide stories for quarterly newsletters and annual reports.
- Work with key volunteers, media relations and photo/video production, to tell our stories and share our impact, being culturally sensitive to content.
- Develop and maintain content library where powerful stories, impacts, images and consents are filed up-to-date.
- Provide any other support for key projects as required, including general assistance, especially when other staff are on leave.

About you in this role:

This role reports to: General Manager. Working closely and alongside Medical Director, Administration Manager and Community Partnerships Manager.

Part time permanent position: 0.4 or 2 days per week.

This role works from home, although weekly meetings may be required so preference will be given for someone located in Sydney/Sydney surrounds.

Your Key Capabilities:

- 2-3+ years of experience in social media management from an agency, brand or freelance experience, with a strong understanding of platform-specific best practices.
- Filming and editing skills (mobile content).
- Confidence in being in front of the camera.
- A great storyteller with the ability to produce compelling written and visual content that engages audiences and stakeholders.
- Ability to tap into moments of trend and incorporate into content.
- Proficiency in content creation tools, strong copywriting abilities, and familiarity with social listening platforms.
- Understanding of Facebook Business Manager, Canva, and content performance reporting.
- Details oriented and a keen eye for design.
- Strong interpersonal skills, donor and volunteer engagement abilities, and a proactive mindset towards industry shifts and evolving digital landscapes.
- The type of person who finds solutions and fixes problems.
- The ability to work in an NFP environment and manage competing deadlines.

Desirable

- Tertiary qualification in Marketing, Communications, Advertising, Graphic Design.
- Understanding of SEO, Facebook Ads and Google Ads management and familiarity with Google Analytics.
- Experience working in the not-for-profit sector.

Experience:

You will have excellent attention to detail, good computer literacy, be organised, systematic, thorough and be professional and friendly when dealing with incoming callers, board members, donors, staff, and suppliers.

Knowledge of not-for-profits, in particular, how social media can contribute to the fundraising strategy, would be helpful. Event support experience would be also preferable.

Individual leadership:

- **Improving performance** - Work with others and offer suggestions to find ways of doing the job more effectively.
- **Owning the job** - Take ownership for all responsibilities and honour commitments within your own role and strive to achieve goals with a "can-do" attitude to levels of excellence.
- **Perseverance** - Remain committed to completing the job in the face of obstacles and barriers.
- **Timeliness of work** – Set achievable timeframes and work to complete projects, tasks and duties on time.

Business Acumen

- **Organisational operation** - display awareness of the Foundation's goals and understand how personal objectives relate to those goals.
- **Organisational objectives** – Understand how organisational vision and values relates to your role.
- **Make sound decisions** – Analyse problems, seek input from relevant people and then take appropriate action to implement the most effective solution in a timely manner.

Compliance

- A National Police Check
- A current Australian Driver's License

Employee Name:	Click here to enter text.	Manager's Name:	Karen Baker
		Title	General Manager
Date:	Click here to enter text.	Date:	
Signature:		Signature:	