

Position Description

Position Title:	Pass It Back Communications and Fundraising Officer
Department:	Program
Location:	TBC - South-East Asia
Reports to:	ChildFund Pass It Back Director
Employment Status:	Full-Time

1) Organisational Information

ChildFund Australia is an international development agency that works in partnership with children and their communities to create lasting and meaningful change by supporting long-term community development and promoting children's rights.

ChildFund Australia directly implements child-focused development programs in Vietnam, Papua New Guinea, Cambodia, Laos and Myanmar, and works in conjunction with the ChildFund Alliance global partnership to deliver programs in countries throughout Asia, Africa and the Americas.

ChildFund Laos is the representative office of ChildFund Australia - an independent and non-religious international developing organisation that works to reduce poverty for children in the developing world.

2) Program Information

Pass It Back is an innovative Sport for Development curriculum led by ChildFund in partnership with World Rugby, Asia Rugby and Women Win. The program aims to equip children and young people in Asia to overcome challenges, inspire positive social change and 'pass it back' to their communities.

Using Get Into Rugby, a World Rugby program to grow the Game globally, Pass It Back gets children and youth to Try, Play and Stay in the Game. It is a part of the Impact Beyond Rugby World Cup 2019 programme ('Impact Beyond 2019'), which will increase awareness and sustainable growth of rugby in Asia. Pass It Back delivers an integrated rugby and life skills curriculum in a safe environment that promotes the values of the Game and builds a new generation of leaders in disadvantaged communities across Asia.

The Pass It Back program began in the Lao PDR and is now operational in 3 countries across the ASEAN region with plans in place to further expand.

3) Job Purpose and Reporting Structure

The Pass It Back Communications and Fundraising Officer (PIBCFO) reports to the Pass It Back Director.

The PIBCFO has no management responsibility.

The PIBCFO will work closely with the ChildFund Communications teams in Sydney and in Country Offices. The PIBCFO will also work with Pass It Back partners to support joint messaging and communications.

The PIBCFO has overall responsibility for the Pass It Back program's communications, including fundraising resources.

4) POSITION SUMMARY

The PIBCFO is responsible for implementing communication activities which support ChildFund's Pass It Back program's Action Plan to 2020.

In particular, the PIBCFO has primary responsibility for sourcing and generating high quality content that will resonate with the public; and publishing and distributing content across a variety of online and offline channels, including the Pass It Back website.

In addition, the PIBCFO will also support, either directly or through management, the graphic design requirements of the Pass It Back program, in particular the production of content that can be used to fundraise for the program.

5) KEY AREAS OF RESPONSIBILITY

1) Content Creation and Management

- Maintain, update and distribute Pass It Back's global content calendar;
- Schedule regular meetings with Pass It Back implementors to identify and develop high quality, engaging and relevant content;
- Source/author/edit content for a range of Pass It Back communication channels;
- Identify and generate news stories to raise the profile of ChildFund Australia as the Pass It Back lead, with particular expertise in the areas resilience through Sport for Development programming;
- Write and distribute press releases;
- Investigate and set up new digital publishing opportunities for the organisation to reach and engage new audiences;
- Collaborate with the Digital Team to develop story angles and content that drives increased social media engagement and web traffic across ChildFund's online channels;
- Manage all of Pass It Back's social media and web presence;
- To provide English editing support for key Pass It Back documents;
- Identify and support key 'voices' within the Pass It Back program to contribute content.

2) Graphic Design

- Provide graphic design support to the Pass It Back secretariat to ensure consistency and quality of publications, including reports;
- Manage, where internal capacity is not available, graphic design consultants and agencies;
- Hold responsibility for the quality and consistency of all Pass It Back curriculum resources in all languages;
- Ensure brand compliance across the program.

3) Fundraising Support

- Support the Pass It Back director to develop and maintain relationships with potential supporters, with a particular focus on high net worth individuals and corporates;
- Develop materials that can be used to support Pass It Back's fundraising work with a particular focus on high net worth individuals and corporates;
- Maintain a records of all Pass It Back program engagement with high net worth individuals and corporates.

4) Internal Communications

- Write and publish a monthly news email highlighting Pass It Back's activities to all key Pass It Back stakeholders;

- Provide regular feedback and usable content to ChildFund Alliance members on Pass It Back activities;
- Collaborate with the Marketing Team and Digital Team to produce effective, relevant and engaging communication and marketing campaigns;
- Maintain strong working relationships across the Pass It Back Secretariat and implementing partners in order to identify relevant and newsworthy content for publication.

5) Partnership Coordination

- Ensure that all Pass It Back partners and implementing partners are coordinated around key Pass It Back communications;
- Developing strong relationships with relevant communications staff.

6) COMPETENCIES / EXPERIENCE /QUALIFICATIONS

CORE COMPETENCIES

- Commitment to ChildFund's values, vision and mission;
- Teamwork;
- Communication;
- Accountability and integrity;
- Adaptability and flexibility.

FUNCTIONAL COMPETENCIES

- Managing multiple activities;
- Delivery of high quality content to external audiences;
- Strong written and oral communication skills;
- Compiling and producing effective information about the organisation and the program's activities.

QUALIFICATIONS AND EXPERIENCE

- University education in a relevant field with an interest in international development and a desire to work in communications;
- Fluency in written and spoken English with Japanese language capacity an advantage;
- Experience in building good relationships internally and externally;
- Experience in writing for a range of platforms, including social media;
- Experience working in an environment where sound computer literacy including word processing, spreadsheets, graphic design, and experience with InDesign, Illustrator and Photoshop are required;
- Experience working in environments that require effectiveness under pressure
- Deadline-oriented and proactive;
- Previous partner coordination experience;
- Experience of working successfully with diverse multi-country, multi-language teams.

7) WORKING CONDITIONS

This is a full-time position based in Vietnam or Laos (other regional options may also be considered). Standard office hours run from 0800 – 1630, however, some work outside these hours may be required.

Adherence to written confidentiality policy/agreement is required and appointment to this position is dependent upon successful completion of relevant background checks and signing ChildFund's child safeguarding policy and procedure staff code of conduct. Commitment and adherence to ChildFund policies and procedures is also required.

This is a locally recruited position and would suit individuals interested in getting involved in the International Development sector for the first time who already have strong communication experience.

8) OCCUPATIONAL HEALTH AND SAFETY RESPONSIBILITIES

The position is expected to cooperate with all health and safety policies and procedures of the organisation and to take all reasonable care that actions or omissions do not impact on the health and safety of colleagues in the workplace.

9) HOW TO APPLY

Applications can be made by email to info@passitback.org all other applications will be rejected. In addition, Pass It Back will ONLY accept applications in English that include a CV and a cover letter that addresses the criteria above. NO OTHER INFORMATION SHOULD BE SUBMITTED.

ChildFund is an equal opportunities employer and has a strict child protection policy and background checks will be undertaken prior to any offer of employment. All candidates should provide two professional referees.

Please send all applications to info@childfundpassitback.org

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