



**Snowdome
Foundation™**

Marketing & Communications Coordinator

Make a meaningful impact that improves the lives of people with blood cancer.

Join a small, committed team working to give every Australian blood cancer patient the best possible chance of a cure.

The Snowdome Foundation seeks a Marketing & Communications Coordinator who will use digital and traditional tools to create clear, engaging content to connect with audiences. If you bring strong communication skills, an interest in storytelling, and a willingness to learn and try new approaches, we'd love to hear from you.

In this role, you will help plan and deliver marketing and communications activities that grow Snowdome's reach, support our strategic priorities, and share the impact of our work. We welcome applicants from diverse professional backgrounds who can demonstrate the skills and capabilities needed to succeed.

Reporting to the Head of Operations (with a secondary reporting line to the Chief Executive), you'll work across a wide range of projects including content creation, brand and campaign delivery, digital engagement, and stakeholder communication.

At Snowdome, you will work alongside supportive colleagues, dedicated partners, and donors who care deeply about improving outcomes for people with blood cancer. You'll see the real-world impact of your work every day.

How to apply

Please submit:

- a cover letter,
- resume, and
- a statement of no more than three pages addressing the Key Selection Criteria.

Email your application to hr@snowdome.org.au with **Marketing & Communications Coordinator Application** in the subject line.



Position Description

| | |
|--------------------------|--|
| Position Title | Marketing & Communications Coordinator |
| Reporting To | Head of Operations (secondary reporting line to Chief Executive) |
| Employment Status | Ongoing – 0.6 FTE (3 days per week) |
| Remuneration | \$70,635 p.a. FTE package (\$63,067 p.a. base salary, pro rata, +12% superannuation). Optional salary packaging of up to \$15,900 per annum for living expenses, and up to \$2,650 per annum for meals and entertainment. |
| Location | Hybrid working arrangements South Yarra, Melbourne |

Snowdome Foundation

Each year, more than 20,000 Australian adults and children are newly diagnosed with a blood cancer (lymphoma, myeloma and leukaemia), with that number predicted to double by 2035. There are no screening programs available or lifestyle changes that can prevent this. The lifetime risk of developing a blood cancer in Australia is now 1 in 12, or 8% of the population.

The vision of the Snowdome Foundation is to give every Australian blood cancer patient the best chance for a cure. To achieve this, we support translational research into blood cancers and accelerating access to next-generation treatments for Australian blood cancer patients, made possible through the generosity of our donors.

Since our establishment in 2010, Snowdome has enabled investment of \$95M into blood cancer research, awarded 84 research grants, and supported 105 multi-year Australian research positions.

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

Purpose of this Position

The Marketing & Communications Coordinator is responsible for the delivery of internal and external communications and marketing including brand coordination, alongside media, digital and social media tactics to drive our fundraising campaigns and increase engagement.

This position contributes to the delivery of the Snowdome Foundation strategic plan through innovative marketing and communication tactics and campaigns and will work to ensure activities advance our organisational objectives.



Duties

1. Marketing & Communications

- Coordinate and contribute to planning and development of the annual marketing and communications plan, ensuring implementation and evaluation of agreed marketing and communications strategies to help deliver our Strategic Goals remain on target.
- Coordinate annual marketing and communication plans to ensure these support our business and revenue objectives, effectively demonstrate our impact and engage existing and new supporters, donors, stakeholders, researchers and audiences.
- Coordinate campaign management process from planning through to delivery with targeted mix of online, digital, social, direct and traditional marketing tactics.
- Manage delivery of news, including through e-news, website and other digital collateral.
- Ensure our CRM platform Salesforce and fundraising portal Raisely are deployed to achieve maximum results in all marketing and communication functions.
- Where required, work with our external agencies to deliver major engagement campaigns and digital strategies.
- Champion and coordinate overall implementation of Snowdome brand guidelines across all channels and communications.
- Oversee communication campaigns, ensuring these are in line with the marketing and fundraising plans and maximises audience engagement.
- Alongside Head of Operations, coordinate Snowdome Ambassador Program.

2. Stakeholder Management

- Build strong internal and external relationships with key stakeholders including Board, Executive, Committee Members and agencies.
- Use data and insights to coordinate and communicate key promotional performance and strategic initiatives effectively to stakeholders.

3. General

- Communicate accurately, succinctly and in a manner which promotes a service orientation.
- Ensure all policies and procedures are adhered to, including preservation of confidential information.
- Embrace a hands-on, team approach to support key event delivery.



Key Selection Criteria

Essential

- Ability to effectively apply marketing and communications principles, gained or demonstrated through any combination of practical experience, formal or self-directed learning, or community involvement.
- Demonstrated capability to plan, coordinate, and deliver engaging marketing or communication activities.
- Hands-on experience using content management systems, customer relationship management platforms, or similar digital tools, with a willingness to learn new technologies as needed.
- Strong written communication skills, including the ability to create clear, compelling, and accurate content for a variety of audiences.
- Highly organised, with the ability to manage multiple priorities, maintain attention to detail, and deliver high-quality work within agreed timeframes.
- Ability to contribute to and enhance our digital communication presence, including social media, email marketing, or website content.
- Effective interpersonal communication skills, and ability represent Snowdome professionally in a wide range of settings.
- Ability to collaborate and build engagement with diverse stakeholders, internally and externally
- Ability to work with data to inform decisions, including the ability to interpret digital analytics, engagement metrics, or other forms of insights.
- Ability to take broad direction and work independently, while also contributing collaboratively to team goals.
- Alignment with Snowdome's mission and vision, with a working style that adds to our culture and contributes to a supportive, high-performance team.

Desirable

- Familiarity with the medical research, health, or not-for-profit sectors, or an interest in learning about them.

Working Style & Strengths

- Ability to build and maintain productive working relationships with a wide range of stakeholders.
- Demonstrates integrity and professionalism and is committed to delivering high-quality work.
- Able to identify opportunities, take appropriate initiative, and solve problems independently or with others.
- Comfortable working in a small, purpose-driven team where priorities can shift, and able to adapt as needed.
- Able to produce accurate, high-quality work and pay attention to detail.



Relationships

| | |
|-----------------|--|
| Internal | <ul style="list-style-type: none">• Snowdome Founders and Board Directors• Chief Executive• Snowdome Executive Team• Snowdome Committees |
| External | <ul style="list-style-type: none">• Agencies – creative, media, digital• Partners & sponsors• Stakeholders – donors, ambassadors, volunteers• Researchers |

Why work with us

- **Make a meaningful difference in people's lives** by advancing our vision of giving every Australian blood cancer patient the best opportunity for a cure.
- **Be part of a highly supportive team** of professionals who are great at what they do.

We offer

- **Not-for-profit salary packaging** of up to \$15,900 per annum for living expenses, and up to \$2,650 for meals and entertainment, helping you pay less income tax and receive more take home pay.
- **Hybrid working arrangements**, including options for how, when and where you work.
- **Opportunities to shape your professional growth**, including support to develop your expertise and build the skills that matter to you.
- **Employee Assistance Program (EAP)** offering free, confidential counselling and coaching for professional and personal matters, available to team members and their immediate family.
- **Free flu vaccinations**, among a variety of ways we support our team to stay healthy.

Diversity and Inclusion

Snowdome actively seeks to build a team that reflects the diversity of our community. We are committed to providing an inclusive, supportive culture where every person can thrive, feel empowered to do their best work, and contribute to achieving our mission.

Other Relevant Information

This position will require occasional evening or weekend work to accommodate board meetings and special events.

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.

Performance Appraisals

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



**Snowdome
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Acceptance of Position Description

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties related to the role may be assigned that are not listed in this position description. This position is subject to a six-month probationary period.

My signature below indicates that I have reviewed, accepted and received a copy of this position description.

Role: Marketing & Communications Coordinator
Performance review period: Every 6 months

Employee Signature _____ **Date** _____

Manager Signature _____ **Date** _____

Next review date _____