

JOY 94.9

Level 9, 225 Bourke Street,
Melbourne VIC 3000

T 03 9267 6000

Social @joy949

joy.org.au

ABN 52 334 960 331

**Out.
Loud.
Proud.**

JOY Radiothon 2021 Coordinator

Short term contract position - February to April 30 2021

\$35 per hour plus SGC

Estimated 100 to 200 total hours

Reports to CEO



Background

Each year, JOY holds our annual fundraiser known as Radiothon, where we reach out to the community to donate, take up membership or subscribe to the organisation. In the past JOY has reached out to our business and organisation community to donate prizes to assist in the Radiothon fundraiser.

Responsibilities

The Radiothon Coordinator is the leader and energy, responsible for the delivery of the Radiothon fundraising project, building on JOY's past experiences, in keeping with our current strategic direction and messaging.

Reporting to the CEO or their delegate, this role is hands-on, requiring a mix of relationship management, negotiation, training, administration and reporting skills. You will be working in collaboration with the JOY team to achieve a successful Radiothon.

The Radiothon project coordinator activities will typically include:

- Leading the creation and launch of the JOY Radiothon theme (including internal meetings, documents and concept descriptions).
- Preparation and delivery of internal and external communication toolkits and handbooks for presenters and volunteers around JOY Radiothon objectives and messages.
- Design, preparation and delivery of training sessions with broadcasters.
- Provision of assistance and coaching to broadcasters during the period of the campaign.
- Liaise with external stakeholder or providers within the frame of JOY Radiothon.
- Being on site during the 10-day campaign, supporting and encouraging the team, answering calls and tracking progress to target.
- Working with the CEO and Board to engage JOY Patrons and other key supporters in the campaign.
- Working with the Marketing and Communications Coordinator to develop and direct the production of the assets regarding the campaign (video and audio scripts, copy/messages for social media, mailing and banners, etc.).

Stakeholders

The coordinator will work with:

- Content makers
- Marketing and Communications Coordinator, Management Team and CEO
- Donors, members and subscribers

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- Patrons
- JOY Admin Volunteers
- Board and FRAC Committee Members

About You

You will bring strong experience (5 years or more) in managing and inspiring teams to fundraise or promote a cause in the not-for-profit sector and ideally have experience with media or a sales organisation. We want your energy and passion for independent community media!!!

Your strong communication skills, both written and verbal, will be put to good use as we work with our team and our (Salesforce) database and EDM tools including Campaign Monitor and texting service to reach our wonderful supporters.

Finally, you will also bring an eye for detail, keeping records and generating accurate reporting.

How to apply

To apply for this role please forward your CV outlining your relevant experience for this Contract position and covering letter with your initial thoughts and ideas for the campaign to recruitment@joy.org.au by COB Friday 26 February 2021.