

Qualifications, Experience, Knowledge and Skills

- Experience and training in creative writing, creative thinking and / or concept development.
- Understanding of Htag headings for websites and SEO. Needs to be able to implement these into there writing process.
- Google qualifications
- Must have experience in the SEO space and have an understanding in keyword implementation.
- Experience in writing effective copy across digital channels, print assets, EDMs, fundraising appeals and articles.
- Excellent written and oral communication skills.
- Excellent relationship and collaboration skills.
- Creativity, resourcefulness, flexibility and motivation.
- Ability to work with and manage multiple stakeholders to deliver agreed outcomes.
- A strong understanding of general communications and fundraising fundamentals and channels
- Strong organisation and time management skills with an ability to work autonomously and meet deadlines

Desirable Criteria

- Tertiary degree or equivalent in a relevant field
- Experience working with digital content platforms, such as Campaign Monitor or equivalent.
- Experience in a digital space
- SEO background would be highly desirable.