



Tour de Cure Marketing Coordinator Full Time

About Tour de Cure

Tour de Cure raises vital funds to support the boldest research, the most talented scientists and the ground-breaking projects that will have the biggest impact in the fight to cure cancer.

From humble beginnings in 2007, the Tour de Cure community has grown to become a national movement of thousands of people, riding, walking, and running to raise awareness and inspire support in the dream of a world without cancer.

Job purpose

You have the opportunity to grow our passionate community by managing and creating our marketing activity that focuses on raising funds for cancer research, support and prevention. Your understanding of key marketing principles will enable you to expand the Tour de Cure reach through connecting people with our purpose. By using your writing and creative skills, you will work on promoting our inspiring events, fundraising campaigns and sharing the impact of our communities commitment to finding a cure.

The Tour de Cure marketing team are in a growth phase, building our capabilities and systems so that we can effectively communicate to our community and new audiences. The ambition is to quickly build on the \$80M of funds raised so far that has delivered more than 75 research breakthroughs.

You will have the opportunity to work across all teams at TdC and your ability to capitalise on existing opportunities, will go a long way to secure future funding and create richer relationships with our donors and supporters

Duties and responsibilities

- Develop and execute a targeted recruitment plan for each of our events and fundraising campaigns that will deliver on our fundraising targets.
- Ensure that all communications are consistent and reflect TdC brand positioning and visual guidelines in donor journeys across the CRM.
- Work with the Marketing Manager and the team to deliver key campaigns across the website and social media platforms.
- Support our corporate partners communications plan so that TdC is at the centre piece of their why by providing timely information on the impact their employee fundraising programs have on cancer research.
- Develop marketing collateral that can be used by our individual, community fundraisers and volunteers.
- Develop your writing and creative skills on marketing campaigns.

Knowledge and experience

- Bachelor's degree in marketing communications or 3 to 4 years equivalent experience.
- An organised planner who can find clarity in most situations
- Experience in marketing technology and CRM systems
- Strong written and verbal communication skills
- Adaptable in all situations and calm under pressure
- Proactive, while happy to get the job done.
- Natural ability to link corporate values, social responsibility and community.

Measures of success

- Campaign calendar for all events that measure revenue progress
- Achieve 100% targeted participation on events including volunteering
- Supporting growth in non-event based fundraising
- Development of 2 new fundraising campaigns

Application Process

Please apply as soon as possible as applications will be reviewed on an immediate basis. Email laura@tourdecure.com.au.

Working arrangements

- Working in an empowered environment
- Purpose driven workplace
- Salary packaging
- Immediately embraced into a passionate community
- Play a role in finding a cure for cancer

Tour de Cure values

Uphold the Tour de Cure CARING values at all times

Courageous

Achieving

Respectful

Inclusive

Nurturing

Growing