

POSITION DESCRIPTION

Fundraising Content Creator



TEAR AUSTRALIA

DEPARTMENT Australian Program Team

LOCATION TEAR's National office, Blackburn, VIC

REPORTS TO Fundraising Manager

DIRECT REPORTS None

TYPE 3 days per week (part time), fixed term contract

LAST UPDATED July 2017

POSITION PURPOSE

Tell stories of hope which inspire TEAR supporters and potential supporters to give generously to the work of our implementing partners.

POSITION ACCOUNTABILITIES

RESPONSIBILITY	OUTCOME	
TEAR MISSION AND VALUES This position supports TEAR's Australian program strategy to inspire and empower Australian Christians to respond to poverty and injustice.	Strategies are implemented that improve the experience of supporters engaging with TEAR and our supporter base is growing in their knowledge and response to global poverty.	Fundamental
1. Delivers concise and compelling communications to a range of TEAR supporters including major donors, regular givers, occasional supporters and potential donors, inviting them to be a part of bringing heaven on earth.	Supporters are aware of TEAR's work, and are inspired and empowered to give financially. Stories are told which incorporate theological reflection and a challenge for discipleship based responses to poverty and injustice	50%
2. Developing innovative communications including video, social media, email and print to create urgency and interest in TEAR's work and open up pathways from giving to other responses.	TEAR's fundraising materials are increasingly effective and engage with different audiences in relevant ways. Existing published content is maximised through multiple channels providing the broadest possible reach to TEAR's constituents.	30%
3. Writing funding proposals to major donors, trust and foundations alongside accountability back to donors on the use of their gifts.	Supporters understand the power and impact of their gift and are increasingly committed to TEAR. Timely reports are provided to donors on the use of their gifts.	20%

POSITION REQUIREMENTS

MUST HAVE

- A great story teller with a natural flair for creating concise and engaging communications
- Experience copywriting and/or qualifications in journalism or marketing
- Experience in the development of fundraising and campaign activities ideally within the development sector
- Excellent attention to detail

**HIGHLY
REGARDED**

- Experience working with Australian churches or Christian ministries in Australia
- Strong commitment to TEAR Australia's Christian ethos and values.
- Skills & experience in graphic design or videography
- Strong knowledge of the bible and understanding of key texts relating to poverty and injustice.
- Media, Marketing or PR experience

Everyone at TEAR is responsible for workplace safety both in terms of their own behaviour and taking action to resolve safety issues they become aware of.

TEAR values diversity and each staff member is expected to demonstrate a commitment to gender equality.

KEY POSITION RELATIONSHIPS

Internal

- Australian Program Coordinator
- Australian program Leadership Team
- Fundraising Coordinator
- International Programs Team staff

External

- Supporter Groups
- ACFID and other sector bodies as appropriate

TEAR MISSION

TEAR Australia is a Christian development, relief and advocacy organisation responding to global poverty and injustice.

Our vision is for a just and compassionate world in which all people have the opportunity to achieve their God-given potential. We will

- *Inform, challenge and empower Australian Christians to make biblically-shaped responses to poverty and injustice.*
- *Support community-based Christian groups, churches and mission organisations around the world as they work holistically with poor communities in development, relief and advocacy.*
- *Adhere to biblical teaching, and evaluate our work and attitudes in its light.*
- *Maintain a low-cost administration regime in order to maximize the funds allocated to project partners.*

TEAR VALUES

As a faith-based Christian organization, TEAR Australia seeks to adhere to biblical teaching and evaluate work and attitudes in its light. Consequently TEAR Australia aspires to the following values:

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|----------------------------------|-----------------------------------|
| A commitment to the poor | A commitment to participation |
| A commitment to the whole person | A commitment to excellence |
| A commitment to justice | A commitment to learn from others |
| A commitment to prayer | A commitment to collaboration |
| A commitment to relationships | A commitment to accountability |