

# Fundraising and Communications Coordinator



## The Pyjama Foundation

**Location: Albion, Brisbane QLD (Hybrid)**

**Marketing, Communications, Fundraising**

**Full time Position**

**Salary: \$65,000 - \$75,000 + Superannuation**

## [About The Pyjama Foundation](#)

The Pyjama Foundation offers children in foster care the opportunity to change the direction of their lives with learning, life skills and confidence. Through our Love of Learning Program, volunteer "Pyjama Angels" are recruited, screened, trained and then matched with a child in care to empower them with learning, life skills and confidence.

## [Position Summary](#)

**The Fundraising and Communications Coordinator** supports The Pyjama Foundation's mission to help children in care reach their full potential through education and support. This role delivers engaging marketing, fundraising and communication activities - from creating inspiring content and managing social media to coordinating events and nurturing donor relationships. Working closely with the Fundraising and Marketing Team, the Coordinator ensures campaigns run smoothly, brand messaging is consistent and stories are shared with heart. This is a creative, hands-on role perfect for someone passionate about storytelling, community engagement and making a meaningful impact.

## [Key Responsibilities](#)

### **Marketing and Communications**

- Coordinate mass communications, campaigns, and appeals.
- Create and manage engaging content for newsletters, website, blogs, and social media.
- Develop and design marketing materials, promotional assets, and digital content (including videography).
- Support social media strategy and day-to-day management across all platforms.
- Write, edit and review copy to ensure consistency with brand guidelines.
- Build and maintain relationships with ambassadors, influencers, and key stakeholders.
- Mentor interns and uphold The Pyjama Foundation's brand standards.

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## Key Responsibilities

### **Fundraising:**

- Support with grant coordination.
- Grant writing and reporting.
- Maintain records on donors, and monitor deadlines in respect of applications and acquittals
- Donor and community relationship support (assisting with fundraisers and peer to peer websites).
- Working with our cloud database system, Salesforce, to input data and track campaigns.

### **Events:**

- Assist with event coordination and execution.
- Providing support to regional coordinators for national events.
- Monitoring sales, event participation and sending out relevant communications to attendees.
- Sourcing prizes and in-kind donations for events.
- Supervising interns and volunteers for events.

### **Love of Learning Program Support:**

- Internal communications (volunteer newsletters and updates).
- Assist with publicising volunteer recruitment.
- Management of The Pyjama Foundation's Facebook Support Group for volunteers (800 members).
- Volunteer resource development (fun and educational activities).

## Key Responsibilities

- Foster a co-operative and harmonious relationship with staff and external stakeholders.
- At all times perform duties and interact with team members and external stakeholders in accordance with the mission and values of The Pyjama Foundation.
- Participate in performance appraisal activities relevant to the role.
- Actively participate in all event activities.
- Actively participate in quality improvement activities relevant to the role.
- Work within the organisations workplace health and safety policies, procedures, and guidelines.
- Documentation and safe record keeping of all data, ensuring confidentiality is maintained at all times.

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## Skills & Experience:

- Bachelor's degree in Public Relations, Marketing, Journalism, Communications or similar.
- Excellent verbal and written communication
- Strong organisational skills with the ability to plan act and evaluate situations independently.
- Creative flair coupled with strong attention to detail.
- Experience using Canva and Adobe
- Computer proficiency and ability to work with several operating systems.
- Ability to execute all tasks assigned by the team diligently, on schedule, and to the highest standard.

## Performance Goals:

- Complete all tasks in a prompt and timely manner.
- Deal with external stakeholders and other employees professionally at all times.
- Work in collaboration with other team members cohesively.
- Ensure each campaign runs smoothly and meets key metrics.

## What's on Offer:

- Two days per week work-from-home (once fully trained)
- Additional leave between Christmas and New Year
- Four extra "Recharge Days" per year (*for the days you just don't feel like working*)
- Salary packaging benefits
- Supportive, friendly team

DELEGATION OF AUTHORITY: Nil

You may be required to work some nights and weekends.

## Joining Our Team:

You will need to hold or be able to obtain a Blue Card

If this sounds like you, please apply by submitting your resume and a cover letter (no more than two pages) addressing the items listed above in 'about you' and answer the following question:

*Why would you like to work for The Pyjama Foundation?*

For more information about this role, please email [Kirsten@thepyjamafoundation](mailto:Kirsten@thepyjamafoundation) or telephone 07 3256 8802.

Applications close midnight **Sunday the 2nd November 2025.**