

# thankyou.™

## WHY THANKYOU?

**Change the world with a group of passionate and determined people.**

We're a social enterprise that commits 100% of profit from our consumer products to end global poverty. Some say we're taking on the impossible. So it's a good thing the team believe impossibility is only someone's opinion, not a fact.

Today, our water, personal care and baby products are stocked in over 5,500 outlets in Australia and New Zealand, including all major supermarkets. Through hard work and determination, our personal care range has numerous products that are market leading, and others heading in that direction. Through this, we've given over \$5.8 million to help get safe water, toilets, food aid and child and maternal health programs to over 785,000 people in need in 20 countries.

At Thankyou HQ in Collingwood, Melbourne, we're focused on creating and delivering world-leading personal care products that surpass the expectation of our customers and enhance the Thankyou brand for one purpose only: the end of extreme poverty.

Everyone who joins our team is committed to bringing their unique fingerprint so that, together, we can achieve our purpose: to empower humanity to choose a world without poverty. We know that humanity is a lot of people and poverty is extremely complex, so we need the world's best minds and hearts in our team to be able to take on the impossible and see our dreams become a reality. Is this you?



## WHY WORK WITH US?

### PEOPLE

We are innovators, dreamers and change makers.

### CELEBRATIONS

We celebrate special events and achievements together. We always want our team to feel as valued as they are!

### FUN

Whether it's nerf wars, squat o'clock or rooftop lunches, we know working hard needs to be balanced out by having fun if we're going to change the world.

### HQ

Located in Collingwood, we have a stylish, open-plan office to foster collaboration, all within walking distance to some of the best coffee Melbourne has to offer.

### WELLNESS

Our kitchen is stocked with healthy snacks to make sure our team are powered throughout the day, employees have access to EAP counselling services and every so often the three minute angels come to give us all massages.

### SALARY SACRIFICING

We offer salary sacrificing of general living expenses and entertainment costs which means you get to change the world and keep your disposable income.



## DIGITAL MARKETING COORDINATOR

**Location:** Collingwood, Melbourne Victoria

**Position:** Full time, Fixed term - 12 Month Contract

### WE ARE LOOKING FOR

- At least 12 months' experience working in a social media or digital marketing role.
- Experience managing social media channels and demonstrated ability to engage and grow an audience.
- A desire to learn and build on skills and knowledge, keeping up-to-date with the latest digital trends.
- Experience working with Facebook and Google ads, and EDM systems (desirable).

### THE OPPORTUNITY

As someone who is passionate about seeing the effects of poverty end in our lifetime, you will use your marketing and communication skills to help build the Thankyou brand. You will be a pillar of support to our Marketing team, coordinating digital marketing channels, digital asset management (eg: website) and campaign execution. Your energy, enthusiasm, and commitment to learning and excellence will be a valuable contribution to the team.

#### Your responsibilities will include:

- Managing the creative, copy and digital asset library for digital ads.
- Writing effective creative briefs and working with the creative team to create content across digital channels including website, EDM, and digital advertisements.
- Liaising with external agencies on timelines and creative assets for digital ads.
- Overseeing and coordinating EDMs including preparing briefs, writing copy, chasing assets and proofing content.
- Compiling data and insights for weekly, monthly and campaign reporting using available analytic tools.

### CONTACT

Please send us an email ([careers@thankyou.co](mailto:careers@thankyou.co)) with your CV and your cover letter answering these questions:

1. Name one brand that you feel has the most effective digital marketing strategy or campaign and tell us why you chose them.
2. Where's your go-to information source to ensure you stay up to date with the latest digital trends and why?
3. What are you hoping to achieve in your next role?