

Mission: Concern Australia works in partnership with young people and children, creating opportunities for them to enjoy full and meaningful lives.

Vision: An Australia where young people and children have HOPE for a successful and positive life.

Values: Faith ♦ Integrity ♦ Respect ♦ Belonging.

POSITION TITLE:	Marketing and Communications Coordinator
AWARD CLASSIFICATION	Band/Level: Social, Community, Home Care and Disability Services Industry Award 2010 MA000100, Level 3 (pay point depending on experience and qualifications) Part-time (0.40 FTE) plus super and salary packaging
DEPARTMENT:	Communication and Relationship Unit
DATE APPROVED:	1 April, 2019
APPROVED BY	Communication and Relationship Manager

Concern Australia is a dynamic not-for-profit Christian organisation which finds its roots in the work of Rev Dr John Smith who also founded the God’s Squad Christian Motorcycle Club in the 1970s.

Today we work with young people and children 5-21 years, creating opportunities for them to enjoy full and meaningful lives. In 2016 we launched 2020VISION, our Strategic Plan and we are working to realise 4 shared goals to be

PEOPLE-CENTRED ♦ LEADER ♦ PARTNER ♦ STEWARD

Our work focusses on the innovation, development and delivery of responses in the areas of Education; Housing & Homelessness; and Justice. Each year we connect 30,000 vulnerable young people across Australia through the following activities:

Education

- Values for Life – seminars within primary and secondary schools to 25,000 students, parents and teachers across Australia.
- LiveWires – an after school care and holiday programs for 80 school aged children and support to 40 families living in the Collingwood housingestate.
- Hand Brake Turn – pre vocational automotive training to 80 trainees per year

Housing & Homelessness

- Inside Out – the provision of Out-Of-Home-Care in partnership with the Victorian Government’s Department of Health and Human Services through the Enhanced Lead Tenant/Live In Mentor Program offered to young people living in 17 properties across metropolitan Melbourne.
- STEPS Outreach Service – support to over 300 homeless young people from the steps of Flinders Street station.

Justice

- Chaplaincy and support services for young people at the Malmsbury Youth Justice Centre.

ORGANISATIONAL RELATIONSHIPS

REPORTS TO:	Communication and Relationship Manager
SUPERVISES:	-
INTERNAL LIAISONS:	Executive, Program Managers, Finance, Staff
EXTERNAL LIAISONS:	Donors, Partners, Philanthropists, Funders, Corporates, Media

POSITION OBJECTIVES

- Raise the profile of Concern Australia’s activities and programs for young people and children.
- Engage stakeholders and supporters through creative and effective communication channels.
- Develop effective marketing strategies to maximize brand awareness and fundraising

KEY RESPONSIBILITY AND DUTIES

- Develop engaging creative content for all communication platforms including website, newsletter, intranet and social media
- Creative content that showcases and profiles our programs for young people and children including stories, images and videos for social media, case studies, program profiles and news articles
- Graphic design to develop marketing materials such as invitations and posters for events
- Prepare media releases and maintain media contact lists
- Review existing communications materials and identify improvement opportunities
- Prepare monthly communication statistics reports
- Support Concern Australia events and fundraising activities as needed

INTERPERSONAL SKILLS

- Demonstrated ability to maintain confidentiality
- Strong focus on working with a diverse range of stakeholders
- Excellent communication skills, both verbal and written
- Excellent time management and organisational skills
- Ability to think creatively and innovatively
- Ability to work under pressure and to deadlines
- Ability to consult and prepare reports/correspondence as required
- Flexibility to adjust to changing organisational demands whilst meeting routine commitments

QUALIFICATIONS AND EXPERIENCE

- Significant experience in marketing and a strong understanding of marketing strategies
- A relevant tertiary qualification (eg. Communications, Business Degree/Diploma) advantageous
- Proven capacity in creative content writing
- Self-motivated and able to take responsibility
- Experience of marketing tools, including but not limited to Mailchimp, Wordpress, Sharepoint, Canva, Adobe, Illustrator, etc
- Experience in using MS Office programs
- Demonstrated capacity to be organised and work independently while juggling multiple tasks
- Excellent teamwork skills
- Passion to support children and young people

KEY SELECTION CRITERIA

Essential

1. Minimum 2 years' experience in a relevant Marketing, Communications or PR role
2. Knowledge and experience in delivering marketing and social media strategies
3. Proven capacity in creative content writing
4. Self-motivated and ability to take on responsibility
5. Experience of marketing tools
6. Demonstrated capacity to be highly organised, work independently in a multi-task environment
7. Ability to meet deadlines and work in a fast paced environment
8. Excellent teamwork skills
9. Commitment to Concern Australia values
10. A passion to support children and young people

Desirable

1. Experience in a NFP environment with a strong understanding of stakeholder engagement
2. Experience with Mailchimp or other relevant online marketing platforms
3. Experience in Wordpress or Sharepoint or other web based content management systems
4. Design experience including Adobe InDesign or Photoshop or other software

CHILD SAFETY COMMITMENT

Concern Australia is committed to providing child safe and protected environments in all its activities and programs and has a zero tolerance approach to child abuse or exploitations. Contact and working with children is a critical responsibility. Children have the right to be safe and protected. All employees are required to have a valid working with Children Check and a National Police Check.