

POSITION TITLE:	Communications and Marketing 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) 0.8FTE plus super and salary packaging
PROGRAM/DEPARTMENT:	Communication and Relationship Unit
LOCATION:	North West Melbourne Braybrook
DATE APPROVED:	28 th April 2021
APPROVED BY:	Communication and Relationship Manager

Concern Australia is a grassroots welfare organization that emerged out of the work of Rev Dr John Smith who also nurtured the growth of the God's Squad Christian Motorcycle Club in the 1970s. Today we work with young people and children aged 5 – 25 years, creating opportunities for them live, learn and earn better and create the space for them to live life to the full.

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

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

Living Learning and Earning

- Values for Life – seminars and workshops within primary and secondary schools to 25,000 students, parents and teachers across Australia.
- Hand Brake Turn – pre vocational automotive training to 80 young people per year across 2 locations.
- fiXit automotive – a social enterprise born out of Hand Brake Turn that offers detailing, servicing and repair of vehicles while providing employment to young people.

Housing & Homelessness

- Inside Out – the provision of Out-Of-Home-Care and Targeted Care Packages (TCPs) in partnership with the Victorian Government's Department of Families Fairness and Housing through the Enhanced Lead Tenant/Live In Mentor Program offered to young people living in 14 properties across metropolitan Melbourne.
- STEPS Outreach Service – support for young people, children and their families with long term relational and practical support, including advocacy, referral and material aid.

Youth Justice

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

ORGANISATIONAL RELATIONSHIP

REPORTS TO:	Communication and Relationship Manager
SUPERVISES:	N/A
INTERNAL LIAISONS:	Concern Australia Executives, Program Managers, Staff & Volunteers
EXTERNAL LIAISONS:	Volunteers, clients & government

POSITION OBJECTIVES

- Raise the profile of Concern Australia’s activities and programs for young people and children.
- Engage stakeholders and supporters through digitally savvy, creative and targeted communication channels.
- Develop effective marketing strategies to maximise brand awareness and fundraising goals.
- Manage all systems and platforms that are used to achieve communication objectives.

KEY RESPONSIBILITY AND DUTIES

- Develop engaging and creative content for all communication platforms including our website, social media platforms and newsletters.
- Monitor a variety of public sources of news and information relevant to our work, pro-actively identify any potential threats or opportunities and recommend appropriate, timely responses.
- Develop tailored marketing plans for campaigns and implement across website and social media. platforms, including ad creation within various platforms.
- Create 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, posters for events and other marketing collateral.
- Draft talking points, briefing notes, appeal letters, media statements and other written copy for various audiences and platforms.
- Review existing communications materials and identify improvement opportunities.
- Prepare monthly communication statistics reports.
- Support Concern Australia events and fundraising activities as needed.
- Build SEO into our website and affiliated sites.
- Maintain media contact lists and where appropriate build and maintain strong, positive relationships with journalists and other public influencers.
- Implement an integrated approach to website, social media platforms, CRM and MailChimp to ensure effective and highly targeted communications that support marketing and fundraising objectives.

Other:

Duties beyond the scope of this position description but in line with an incumbent’s skills, competencies and training, may present from time to time. Reasonable requests for such duties to be discussed and agreed with line manager and executed accordingly.

QUALIFICATIONS, SKILLS AND EXPERIENCE

Qualifications and/or Experience

- Tertiary qualifications in Marketing, Communications, Public Relations, or related field
- Passion to support children and young people

Knowledge and Experience

- Substantive experience in marketing and a strong understanding of marketing strategies
- Proven capacity in creative content writing
- Experience of marketing tools, including but not limited to Mailchimp, Wordpress, Sharepoint and Canva
- Experience in using MS Office programs
- Proven experience to manage a CRM and its effective integration with digital marketing tools and platforms

Skills and Abilities

- 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
- Excellent teamwork skills
- Ability to think creatively and innovatively
- Ability to work under pressure and to deadlines
- Ability to consult and prepare reports/statements/correspondence as required
- Flexibility to adjust to changing organisational demands whilst meeting routine commitments
- Self-motivated and able to take responsibility

SECURITY CHECKS, LICENCES AND OTHER INHERENT REQUIREMENTS

- Satisfactory National Police Check and International Police Check (International Police Check if applicable) .
- Valid Working with Children Check or relevant Victorian Teaching Registration.
- Current Victorian Driver’s License.
- Some after-hours work may be required.

INHERENT PHYSICAL REQUIREMENTS

Concern Australia has a duty of care to all workers. The purpose of this section is to ensure that you fully understand and are able to perform the inherent requirements of the role (with reasonable adjustments if required) and that you are not placed in an environment or given tasks that would result in risks to your safety or others. The role may require the following tasks among other things.

Prolonged sitting: computer work, data entry
Occasional standing: filling, photocopying & scanning
Occasional bending, reaching and holding
Occasional walking, climbing stairs
Manual handling: occasional lifting & pulling
Occasional work in isolation
Occasional driving



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. Experience managing a CRM for fundraising and marketing objectives.
- 7. Demonstrated capacity to be highly organised, work independently in a multi-task environment.
- 8. Ability to meet deadlines and work in a fast paced environment.
- 9. Excellent teamwork skills.
- 10. Demonstrated respect for Concern Australia values.
- 11. 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 Photoshop or other software.
- 5. Experience of publishing tools including Adobe, Illustrator, etc.
- 6. Tertiary qualifications in Marketing, Communications, Public Relations, or related field.

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, National Police Check and International Police Check (International Police Check where applicable).

Supervisor Name: _____

Signed: _____ **Date:** _____

Employee Name: _____

Signed: _____ **Date:** _____