



Supporting our community on all sides

# Communications and Marketing Coordinator

<b>Position:</b>	Communications and Marketing Coordinator
<b>Status:</b>	Part Time 45 hours per fortnight including some evening and weekend work
<b>Hours/Days:</b>	Flexible
<b>Location:</b>	Bardon / Paddington
<b>Responsible to:</b>	CEO
<b>Direct reports:</b>	1 Communications and Marketing Officer (part time)
<b>Classification:</b>	Social, Community, Home Care and Disability Services Industry Award, Community Services Worker Level 6
<b>Key Result Areas:</b>	<i>Communications and Marketing</i> <i>Community Engagement</i> <i>Organisational Culture and Participation</i>

## Position Summary:

This role will focus on building consumer engagement and awareness of Communityfy's brand along with our programs and activities across offline and online platforms including social media, websites, EDM and print. Working with one direct report and working alongside the Board's Communications Subcommittee to design and deliver Communityfy's communications plan.

## Organisational Profile:

Communityfy Qld is a multi-service community agency providing a range of services to meet the needs of people living in the northern suburbs of Brisbane. Communityfy's programs include neighbourhood centres, Aged Services, Childcare, Child Protection Services, Community Education, Multicultural Programs, Neighbourhood Centre Programs, Homelessness Intervention and Mental Health Services.

## Key Objectives:

- Design and implement innovative and creative marketing and communications strategies to build awareness of programs and activities and to drive client participation and retention in all programs.
- Work with team members to create and implement a dynamic, appealing and successful marketing and communications plan.
- Work closely with all stakeholders including the Communityfy team, customers, clients, their families and carers; other service providers, funding bodies and government departments, community groups and agencies; promoting the program appropriately.

## Other Objectives:

- Display effective networking skills that will develop and maintain relationships in order to promote Communityfy and its programs in the wider community
- Display initiative and the ability to autonomously complete a range of tasks with minimal supervision

## **MAIN DUTIES AND RESPONSIBILITIES**

### **Marketing**

- Lead a small team to design and deliver targeted and creative marketing campaigns to a range of stakeholders.
- Bring new ideas and best practice in a changing digital marketing environment. Work out what works and how best to keep our community informed and engaged within a tight budget.
- Create and manage website and social media content, ensuring content is fresh, accurate and accessible
- Responsible for operational aspects of the service, ensuring consistency with Community Qld policy and procedures, vision and values; and customer service excellence
- Manage campaign mailing lists and drive subscriber sign ups
- Lead and coordinate events
- Other duties as required, consistent with skills and experience

### **Communication and design**

- Design and create relevant and engaging marketing content for both online and offline channels to create positive experiences and to promote relationships and reputation of Community's brand.
- Develop engaging content for all communications channels including social media, EDMs and website
- Manage website content including images, video and content
- Engage with stakeholders to establish relationships that support Community's goals and objectives.
- Analyse, test and work to improve strategies and campaigns
- Design and create graphics and simple print collateral using to meet Community's style guide

### **Team Contribution & Professional Development**

- Be actively involved with team meetings, review, supervision and other program activities.
- Identify and attend professional development opportunities to ensure your personal and professional development
- Participate in Staff Training and team building events

### **Quality Assurance**

- Provide a high quality of service in accordance with Community Qld's philosophy.
- Contribute to a high level of achievement and continuous improvement.

### **Workplace Health & Safety**

- Contribute to the achievement of a safe and healthy environment by carrying out the responsibilities outlined in the Community Qld Health & Safety policies manual
- Responsibility for monitoring and improving the safety of the work area by identifying hazards, making recommendations and participating in the resolution of safety issues.
- Take responsibility for the designated cleaning and maintenance tasks within the venues

## Diversity and Inclusion

Community pays its respects to the traditional custodians across the lands in which we work, and we acknowledge the elders past, present and emerging.

Community is committed to being an inclusive organisation. We recognise that we work across diverse communities and welcome and encourage participants from all backgrounds and experiences. We strive to embrace the diversity of people from all ages and genders, Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse groups, the LGBTIQ+ community, people seeking asylum, refugees and people living with a disability.



## JUDGEMENT AND DECISION MAKING

Expectations for this role include the ability to independently make decisions and prioritise work in accordance with usual practice and work schedules including dealing constructively and positively with all stakeholders. Understand when to seek support and guidance from team leaders.

### Skills and Expertise

- Highly developed copywriting and creative skills
- Proficient demonstrated knowledge of relevant programs as well as willingness to stay abreast of latest thinking and to learn any new programs
- Analytical, problem solving and decision making skills
- Strong time management and organisation skills

### Programs

Confidence with these programs and platforms

- Microsoft Office
- Canva
- WordPress
- Mailchimp
- Facebook
- Instagram
- LinkedIn
- Buffer (desirable)
- Adobe Creative Suite (desirable)

### Attitude Requirements

- Initiative and ability to work independently as well as part of a small busy team is essential
- Effective communication, interpersonal, self-management & organisational skills
- Willingness to work flexibly, particularly around events which can be on weekends or evenings
- Ability to work respectfully and inclusively with a broad range of people
- A commitment to quality and continuous improvement

## Core Requirements

- Current Open Queensland Driver's Licence
- Current National Police record Check or the ability to obtain one
- Current Working with Children Check or the ability to obtain one

Declaration
Please ensure one signed copy is returned to HR
<i>I agree that I have read and understand the Position Description detailed above.</i>
Print Name
Signature
Date