

JOY 94.9

Level 9, 225 Bourke Street,
Melbourne VIC 3000

T 03 9267 6000

E ange.barry@joy.org.au

joy.org.au

Out.
Loud.
Proud.

Role Description: **MARKETING & COMMUNICATIONS COORDINATOR**

Status: 12 Month full time contract
Salary: \$55,000 Base Salary plus SGC
Reports to: Commercial Solutions Manager

Organisational Purpose

JOY is Australia's LGBTIQ+ community media organisation located in Melbourne, Australia, broadcasting on the FM and DAB+ signal, streaming live 24/7 and hosting the largest rainbow podcast library in the world. JOY exists to make Australia a more inclusive place to live by providing a multimedia platform and enabler for change to the voices of the rainbow community and our allies.



Values

Joyous - a celebration of diversity, talent, music and entertainment

Inclusive - a safe and supportive environment for all members of the LGBTIQ community

Courageous - a way to change lives by speaking out, sharing stories and challenging boundaries

Role overview

The Marketing and Communications Coordinator is responsible for ensuring JOY 94.9 provides timely, on-message and inclusive communications and marketing strategies that align with the JOY brand, inspire our communities of interest to engage with us and advocate on our behalf. They will collaborate with the leadership team and take direction from the Commercial Solutions Manager (and on occasion the CEO) to ensure communications and marketing messages always meet the strategic needs and reflect the values of JOY 94.9.

All JOY team members are required to perform their duties in accordance with current organisational policy and procedures, relevant ACMA and CBAA requirements; and the JOY Melbourne Inc. Rules of Association; to ensure a respectful, inclusive, healthy, safe and environmentally responsible workplace.

Key Responsibilities

- Develop and deliver the JOY communications and marketing strategy that align with the JOY brand to ensure internal and external stakeholders are informed, engaged and inspired.
- Lead the design, development and delivery of communications and marketing, as directed by the Commercial Solutions Manager (and on occasion the CEO)
- Leverage existing and developing channels to ensure JOY's communications and marketing activities are inclusive, engaging, on-message and meet JOY's strategic objectives
- Leverage the JOY database and work with the Commercial Solutions Manager to ensure internal and external stakeholder relationships are managed to agreed standards
- Coordinate the activity of JOY team members working in the communications and marketing space ensuring they achieve outcomes on time.

Key Selection Criteria

- (2 years +) experience in a communications and/or marketing role.
- Empathy, sensitivity and understanding of the LGBTIQ+ community experience with people from a wide variety of backgrounds with a passion for building a more inclusive Australia.
- A self-starter who can showcase initiative and creative thinking, with an eye for detail and design.
- Excellent written and verbal communications skills with a strong understanding of what makes relevant, informative, and entertaining communications and marketing content.
- Experience in communications or marketing for a Media Organisation or Non-for Profit Organisation across multiple platforms including website, social media, on air and EDM's highly regarded.

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- Intermediate skills and experience using: Salesforce, Campaign Monitor, Office 365, Excel and MS Outlook.
- Intermediate skills with Wordpress and Social Media Management tools.
- Excellent planning and time management skills.

JOY Team Please note:

All JOY Team Members are required to maintain a current, financial Membership of JOY Melbourne Inc. for insurance, governance, compliance and communications purposes. For more information go to: <https://joy.org.au/members-2/>

Application Process

Email your CV and a Cover Letter addressing the Key Selection Criteria to recruitment@joy.org.au

