



POSITION DESCRIPTION

Marketing and Brand Coordinator

OVERVIEW

PROGRAM	Strategic Policy, Advocacy and Communications
POSITION REPORTS TO	Manager, Strategic Policy, Advocacy and Communications
DIRECT REPORTS	Nil
IDENTIFIED POSITION	No
DATE PREPARED	08/07/2021
AWARD	SCHCADS 5.1

ORGANISATION CONTEXT

About

Aboriginal Housing Victoria (AHV) is an Aboriginal community organisation responsible for managing more than 1,500 rental properties for Aboriginal and/or Torres Strait Islander people living in Victoria.

Our vision is to ensure that Aboriginal Victorians secure appropriate, affordable housing as a pathway to better lives and stronger communities.

In addition to being the largest Aboriginal Registered Housing Agency in Australia, AHV is the lead agency for Victoria's Aboriginal housing and homelessness policy, *Mana-na worn-tyeen maar-takoort*. As the housing policy lead in the Aboriginal community, AHV has responsibility to work in partnership with the Government to secure the resources and reforms to implement the policy, while we support sector development to empower Victoria's Aboriginal community to determine its chosen housing future.

AHV's housing services are targeted to those most in need of support. Through the provision of secure housing by an Aboriginal rental provider, AHV helps strengthen and maintain Aboriginal communities and cultural ties.

Values

Aboriginal cultural values underpin AHV's values. Our values provide an ethical framework within which all decisions are made and our services are delivered. Our values guide how we relate to our clients, each other and to the Aboriginal and non-Aboriginal community.

Respect and support for Aboriginal identity and culture and for our renters and stakeholders

Striving for excellence through leadership in Aboriginal housing and best practice service delivery

Integrity, trust and honesty in all our business activities

Collaborative relationships with our community, renters, government and stakeholders

Kindness, compassion courtesy and dignity in our relationships with our clients, our stakeholders and with each other

AHV is as a workplace taking active steps to stop men's violence against women and has a zero tolerance approach to violence in any form.

PROGRAM INFORMATION

The Strategy and Performance Division's primary role is to drive AHV's strategy and strategic alignment and lead corporate governance activities. This is driving the development of the strategy; corporate governance is all about risk, compliance, strategy, performance. It does this by supporting external and internal leaderships, ensuring that AHV is meeting compliance and performance standards, and providing the highest standard of executive support to the Board.

Strategic Policy, Advocacy and Communications Role statement

To improve Aboriginal homelessness and housing outcomes through effective policy development, stakeholder and advocacy strategies and communications and community relationships.

This Unit has several roles as follows:

- Provide strategic policy leadership and advocacy with and on behalf of the Aboriginal housing and homelessness sector.
- It will develop strategic partnerships and raise the profile and position of AHV with its stakeholders and clients.
- Leads responsibility for driving the implementation, monitoring and evaluation of *Mana-na woorn tyeen maar-takoort*, the Victorian Aboriginal Housing and Homelessness Framework rests here.
- Provides effective external communication to advance the advocacy function and profile development of AHV.
- Provides internal communications to ensure strategic alignment.
- The Cultural Officer is in this team working across AHV to strengthen culture.

PURPOSE OF THE POSITION:

The Marketing and Brand Coordinator will be responsible for designing content for AHV communications, with a particular focus on graphic design and brand management. The Coordinator will work within a communications team to plan and develop collateral, graphics, and other print and digital content that will support the organisation's communications and advocacy goals.

KEY RESPONSIBILITIES

- Support the planning and creation of print and digital content that achieves AHV's communications and advocacy goals.
- Working with the Manager, Strategic Policy, Advocacy and Communications and Senior Communications Officer, design communications and marketing collateral appropriate for the target audience including newsletters, reports, social media content, document templates and flyers.
- Use design software to create illustrations, logos, icons and other graphics.
- Under the direction of the line manager, work with colleagues across the organisation to develop and implement style guides for AHV communications and advocacy campaigns.
- Implement AHV's brand awareness activities, including the production and distribution of merchandise, image wear, banners and event materials.
- Develop networks with Aboriginal artists to increase opportunities for creative collaborations.
- Support the coordination of online platforms including the AHV website and social media channels, including uploading content and monitoring activity.
- Develop and maintain AHV's image library, and source images as required for content development.
- Perform other duties as directed that fall within the scope of the position or the incumbent's knowledge and skills.

QUALIFICATIONS AND LICENSES

- A relevant tertiary qualification is preferred.

KEY SELECTION CRITERIA

- Awareness and appreciation of Victorian Aboriginal societies and cultures and an understanding of the issues affecting Aboriginal people in contemporary Victoria including the diversity of circumstances of Indigenous people.
- Proven graphic design experience and a strong portfolio of graphics or illustration.
- An ability to clearly and concisely prepare and present written and visual content to a broad audience for a range of communication mediums, including newsletters, marketing materials, website content and social media content.
- Proven experience and skills in the Adobe Creative Suite apps such as InDesign, Photoshop and Illustrator.
- High level understanding and use of standard office software including email, Microsoft Word and Excel, as well as skills in developing and/or administering web sites and other online media.
- Understanding and experience with social media including Facebook, Instagram, LinkedIn and Twitter.
- Ability to create and maintain positive partnerships with a variety of stakeholders including AHV staff, renters, sector partners, government, suppliers and external artists.
- Excellent writing, proofreading and editing skills with previous experience in the coordination of website content and production.
- Highly organised with the ability to work on multiple tasks and manage competing priorities.
- Ability to work effectively as part of a team in a professional and ethical manner under pressure and to tight deadlines.

EMPLOYMENT CONDITIONS

- Terms and conditions of employment are as per the Contract of Employment.
- AHV is an equal opportunity workplace.
- A current National Police Records Check and Working with Children Check are required.
- Attendance at mandatory and other training as required.