

## Marketing, Communications and Events Coordinator

Position Title	Marketing, Communications and Events Coordinator
Reports to	Communications Lead
Salary Range	
Location	Home office, anywhere in Australia
Capacity	1.0 FTE - 2 year fixed term contract, with possibility of extension depending on performance and funding.

### ORGANISATION PURPOSE

[Collaboration for Impact](#) exists to create a more equitable and inclusive Australia where people, place and planet thrive. Our purpose is to build a powerful movement of people able to change systems and drive large-scale impact.

We believe in a society that is able to solve complex challenges, seize opportunities and thrive, with communities at the centre of the decisions that affect them. We believe in a society that acknowledges and values the resilience, knowledge, wisdom and teachings of the oldest living culture on the planet. We are helping create this future by:

- increasing the capacity of changemakers everywhere to think and act systemically
- building the collaborative capacity required to address Australia's unreconciled history of colonisation.

### HISTORY

Kerry Graham and Liz Skelton founded CFI in 2015 to provide direct capacity building support to collaborations. CFI is now an established network of leading practitioners in collaboration and systems change who provide capacity building to over 40 initiatives nationwide. CFI has experienced extraordinary growth over the past few years, transitioning from a core team of two Directors and General Manager to a team of 12 staff and a network of 25 practitioners. CFI is now a leading intermediary in the field of systems change. We have established strong national and international partnerships, and have developed and curated world class learning platforms on collaboration and systems change in [Platform C](#) and [Deep Collaboration](#). These platforms are in their first iteration and are gearing up to provide ongoing learning, knowledge sharing and practice development across Australia.

### FUTURE

Supported by philanthropic investment in its core funding and a strong pipeline of key clients nationally, CFI has a 3 year strategy (2020 - 2023) to:

- scale CFI's impact through growth and movement making
- develop the foundations for greater impact in 2020/2021
- transition to a sustainable business model by 2023.

This strategy and investment will enable more people and collaborations across Australia to apply systems change thinking and approaches to entrenched complex challenges faced by people, places and the planet.

## ROLE PURPOSE

Coordinate and support communications and events logistics across CFI to:

- position CFI as a 'go to' network for systems change thinking, practice, leadership and support
- build a movement of people able to influence and lead system change to create a more equitable and inclusive Australia where people, places and planet thrive
- enable CFI to increase reach and impact and to fund platforms and movement building.

This role will contribute to achieving the following transitions as CFI scales:

### Transition from...

From reactive and functional communications to CFI Network and externally

From a network of peer practitioners grown through relationship and alignment

### To...

To purposeful, engaging and targeted communications that build relationships, trust and credibility.

To a Network of connection, alignment and production for impact with a commitment to the ongoing learning and development required for greater impact, quality assurance and movement building.

## RESPONSIBILITIES

Key responsibilities of the role are set out below under:

- **Routines** – daily, monthly, quarterly and annual responsibilities
- **Relationships** – working and organising with others to achieve purpose and vision
- **Decisions** – your role in making and supporting decisions
- **Strategy 2020-2023 Deliverables** – the role is responsible for contributing to six strategy projects.

These responsibilities describe the general nature and level of work being performed by this role. They are intended as an enabling list.

## ROUTINES

### **Governance**

*Governance<sup>1</sup>*

- Contribute to the development and review of social media and marketing policies and analytics and implement those policies in daily operations.
- Contribute to the development of digital, in person and hybrid event design standards and analytics and implement those policies in daily operations.
- Report on reach and engagement and emerging opportunities, issues and mitigations.

### **Financial sustainability**

*Financial sustainability*

- Implement and monitor impact of digital marketing to support program and practice leads reach revenue targets.
- Implement and monitor the impact of digital learning design and support participants to have a quality learning experience.

### **Communications**

*Communication*

- Establish and share standards and processes for social media, e-newsletters and marketing.
- Develop and maintain the annual calendar of content.
- Support the development of the CRM system and data, including preparation and distribution of Electronic Direct Marketing and maintenance of mailing lists.
- Develop a bank/library of preferred/approved/licensed images to use in marketing collateral that aligns with the CFI brand.
- Build collateral for use in the CFI Annual Reports and other flagship documents.
- Curate content and publish to socials, e-newsletters, platforms and websites, and advertising space.
- Support the Communications and MEL Leads to create and implement a MEL Framework for communications.

### **Platforms**

*Communication*

- Edit content for use on Platform C, Deep Collaboration and the CFI Website and amplify on socials.
- Ensure communities are the focal point of content, and CFI communities see themselves reflected in CFI Platforms.
- Create opportunities for further engagement and connection as new assets are published.

### **Movement campaigns**

*Communication*

- Edit content for use at ChangeFest and in movement building and amplify on socials.
- Ensure communities are the focal point of content, and CFI communities see themselves reflected in CFI Platforms.
- Create opportunities for further engagement and connection and amplification as new assets are published.

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<sup>1</sup> *Italicised nouns are short titles for routines and projects used within CFI.*

<b>Digital learning programs</b> <i>Learning organisation</i>	<ul style="list-style-type: none"> <li>➤ Establish and share technical standards and processes for digital learning events.</li> <li>➤ Develop and maintain the annual calendar of digital learning events.</li> <li>➤ Support digital educators and facilitators to design learning and workshop experiences that optimise customer experience and connection.</li> <li>➤ Provide technical support to digital learning events and assist Core Team and Network Members build their technical support skills.</li> <li>➤ Support the Learning, Digital and MEL Leads to create and implement a MEL Framework for learning.</li> </ul>
<b>Operations</b> <i>Operations</i>	<ul style="list-style-type: none"> <li>➤ Use and develop CFI systems and processes to ensure the efficiency of your work and recordkeeping, and the work of Core Team and Network Members.</li> </ul>
<b>Culture</b> <i>Culture</i>	<ul style="list-style-type: none"> <li>➤ Be an active member of core team and broader network life and culture.</li> <li>➤ Participate in the rhythms and rituals that hold the Core Team and Network in place and connected whilst working remotely.</li> <li>➤ Role model the principles of the networked organisation.</li> <li>➤ Lead in reflection, evaluation and learning as a foundation of innovation, collaboration, capacity building and impact.</li> </ul>

## RELATIONSHIPS

The table below sets out key relationships and the focus of the relationship.

<b>Board</b>	<ul style="list-style-type: none"> <li>➤ Through the Communications Lead contribute to social media and marketing strategy and policy and reports on reach and engagement, with emerging opportunities, risks and mitigations.</li> </ul>
<b>Communications Lead</b>	<ul style="list-style-type: none"> <li>➤ Seek boundaries and advice, recommend priorities to achieve strategy within limited resources, report progress and raise improvements and emerging issues.</li> <li>➤ Review social media and marketing analysis and adjust approaches to increase reach, engagement and impact.</li> </ul>
<b>Practice, Digital Leads, Learning Manager and Network Weaver</b>	<ul style="list-style-type: none"> <li>➤ Seek direction, input and advice on the implementation of the digital learning programs, the creation of positive learning experiences, and the continuous improvement of digital learning and events.</li> </ul>
<b>Deep Collaboration Lead</b>	<ul style="list-style-type: none"> <li>➤ Provide coordination support for the development and implementation of programs and events.</li> </ul>

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| <b>Core team and Network Members</b> | <ul style="list-style-type: none"> <li>➤ Work with members to build their social media and digital meeting capabilities and coordinate delivery of the annual content and learning calendar and engaging social media.</li> <li>➤ Be an active member of core team and broader network life and culture.</li> <li>➤ Participate in the rhythms and rituals that hold core team and network in place and connected in remote working.</li> <li>➤ Role model the principles of the networked organisation and lead in reflection, evaluation and learning as a foundation of innovation, deep collaboration, capacity building and collaborative impact.</li> </ul> |
| <b>Operations and Finance Leads</b>  | <ul style="list-style-type: none"> <li>➤ Seek advice and support as needed to implement CFI policy and processes, including pricing and procurement policies, and contribute to policy, system and process reviews.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Coordinating roles</b>            | <ul style="list-style-type: none"> <li>➤ Work with other coordinating roles to share knowledge of CFI standards and processes so you are capable to cover for each other during periods of leave and support the development, testing and implementation of business continuity plans.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Alliances</b>                     | <ul style="list-style-type: none"> <li>➤ Build a network of allies in peer organisations for cross promotion, movement building and campaigning through social media.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

## DECISIONS

- Recommend standards and processes for social media, e-newsletters and marketing.
- Recommend technical standards and processes for audio-visual content for CFI platforms.
- Recommend technical standards and processes for audio-visual content for ChangeFest and movement building purposes.
- Recommend technical standards and processes for digital learning events.

## EDUCATION & EXPERIENCE

- Tertiary or Vocational Qualifications in Media, Journalism, Communications, Marketing or Public Relations; or equivalent industry experience.
- Experience in developing clear and engaging content for publications such as newsletters, surveys, annual reports.
- Experience in a professional capacity in writing and editing for online platforms and website content management systems.
- Advanced self-awareness, communication and language skills and capacity for copywriting and to craft stories and content to suit diverse audience needs.
- Strong writing skills including a proven ability to write content for online/social media channels, websites, and printed resources.
- Demonstrated experience with content management systems in the delivery and maintenance of website and e-Newsletters, and social media.
- Demonstrated experience in managing websites including monitoring performance, trends and reporting using web analytics tools and a good knowledge of principles of Search Engine Optimisation (SEO).
- Strong planning, organising, time management and problem-solving skills.

- High level of computer literacy including Microsoft Office software, Adobe Creative Suite, and/or other graphic design software, image, video and audio editing skills.
- Project and budget management skills.
- Hosting online meetings and webinars, and provision of technical support.
- Ticketing, and whole of event set-up through online ticketing systems which includes enrolment processing.
- Knowledge of print production processes.

## **CAPABILITIES**

- Working together with CFI Communications Lead support, you will coordinate and execute the CFI cross platform marketing and communications strategy.
- Support, coordinate and execute CFI communications and marketing material in line with CFI Communications Strategy, Marketing Strategy, Stakeholder Engagement Plan for CFI Systems Change Learning Program, and CFI Brand Guidelines.
- Develop and create innovative, engaging and informative content to maximise brand awareness based on CFI and sector research.
- Deliver a consistent high standard of targeted messaging and awareness raising content, including social media messaging, media releases, and other key messages.
- Develop, coordinate and deliver social media scheduling, organisational e-newsletters, promotional blasts and online events that increase the reach, reputation and impact of social enterprises and / or build movements with a branded customer experience.
- Monitor and collect data related to social media marketing, event feedback and awareness campaigns as required.
- Maintain and develop templates and contact lists for communications in Mailchimp and other digital distribution platforms.
- Assist the Digital Lead and Communications Lead in managing a database of members, media, and broader stakeholders through an integrated contacts management system.
- Assist the Digital Lead, Communications Lead and the Learning Manager to coordinate and manage website and online material, including source, produce and publish content on the CFI website to build audiences and engagement, and support other CFI platforms as required. To do this effectively you will need to be able to edit and publish videos and audio for web and social platforms; source, optimise and publish images for web and social platforms; identify and create opportunities for further engagement and promotion of website content establishing events on the website; developing content schedules for posting to social media, and paid digital advertising.
- Possess advanced video conferencing management skills and capacity to support highly interactive and engaging online learning and event experiences in consultation with the Learning Manager. This includes event management, workshops, technical support with hosting webinars and online events.
- Support the recruitment, registration onboarding and learning experience of online learning program participants from recruitment through to post-event. This includes setting up course registrations, ticketing and payments, responding to course enquiries, and managing communications throughout the actual learning event experience and in the follow-up post-event in consultation with the Learning Manager and Communications Lead.

- Where required, assist with managing relationships with external stakeholders, including CFI team, network members, supporters, funding bodies, media, contractors, and suppliers.
- Ability to work efficiently and effectively remotely using a range of online software, contributing to and following policy and processes that embed CFI vision and values.
- Personal commitment to the purpose and principles of the CFI organisation, a strong sense of accountability demonstrated in self and team organising and passion to role model self-reflection, evaluation and learning as a foundation of innovation, collaboration, capacity building and impact.