



## Communication Coordinator Position Description

<b>Title</b>	<b>Communications Coordinator</b>
Reports To	Executive Officer
Term	Part-time, 0.4 FTE
Location of role	Tomorrow Today, 66 Nunn Street, Benalla

### Background

Tomorrow Today is Benalla and district's community foundation, formed to help local people work together to create a stronger, more resilient and prosperous rural community. Our vision is of a generous community, able to achieve a stronger tomorrow by challenging itself today.

In response to Benalla's high level of local socio-economic disadvantage, we developed the Education Benalla Program. This long-term program is designed to improve the educational outcomes - and future opportunities - of Benalla's young people. Cross sector collaboration is essential, linking government, non-government agencies, community, philanthropy and business to work together on shared goals. Benalla is now recognised as a leading national example of community-led, place based change.

Like all community foundations, we also work to build a substantial pool of funds to benefit the community in perpetuity. We use the income generated by this Community Fund to provide community grants. Each year our Grants Program provides an independent source of funding for groups and organisations that are working to make a difference in our community.

Thanks to the strong support of philanthropic partners and local donors, in 2017 the community foundation purchased the property where our headquarters and activities are based. This provides a permanent home for the organisation plus an ongoing income stream from leasing offices, to ensure we can continue our work for the Benalla and district community.

Tomorrow Today consists of two charitable companies, each governed by a volunteer Board consisting of the same Board members. Tomorrow Today Education Foundation (the employer) has two full time, eight part time and one casual staff member, involved in delivery of our major project the Education Benalla Program.

## Position Summary

The Communications Coordinator will take responsibility for all aspects of Tomorrow Today's external facing communications channels to progress the aims of the organisation, ensuring:

- efficient roll-out of the Marketing and Communications Strategy
- timely, regular, relevant and professional communications to key target audiences
- consistency of brand, messages and presentation
- a structured approach to communications improvements
- monthly communications performance tracking and reporting

The overall goal is to increase awareness and visibility of Tomorrow Today's work and brand in Benalla and beyond among key stakeholders in order to achieve our vision.

## Task & Responsibilities

### 1. *Specific to the position*

- In liaison with the Executive Officer, work with external consultants on design of collateral and digital assets
- Ensure consistent application of brand on an on-going basis
- Ensure currency of communications database
- Track effectiveness of marketing communications strategy and report to the Board on a monthly basis
- Manage the organisation's digital photographic and video library and media records

### 2. *Publications*

- Develop a timeline for production and dissemination of key publications and media
- Produce communications for the organisation, including (but not limited to) weekly press releases, program brochures, quarterly newsletters and the Annual Report
- Repurpose communications for wider reach and impact
- Develop plan for expanding audience reach and targeting of messages to different audience segments

### 3. *Website*

- Establish maintenance schedule for weekly updates of Tomorrow Today website [www.tomorrowtoday.com.au](http://www.tomorrowtoday.com.au) to ensure currency of information and an inviting on-line presence that encourages repeat visits
- Optimise SEO, UX, navigation and donor experience
- Automate updates of regular items (eg media and newsletters)
- Work with external web designer as required

#### **4. *Social media / online channels***

- Review set-up, use and performance of existing communications channels
- Propose improvements that can be implemented within existing resource envelope with the aims of increasing audience reach and engagement; implement agreed changes
- Develop, implement and maintain a social media plan and calendar to boost social media presence and effectiveness and drive traffic to the Tomorrow Today website

#### **5. *Events, activities and campaigns***

- Contribute to the planning, development and project management of events, activities and fundraising campaigns
- Manage the promotion of events, activities and campaigns, utilising appropriate channels to optimize community uptake and build the profile of Tomorrow Today
- Photograph/video events and activities, as required
- Manage activity registrations, as required

### **Essential Knowledge and Skills**

- Qualifications in communications, marketing, or related discipline
- Minimum 5 years' work experience in a similar role with demonstrated track record in developing quality content, web publishing, and driving social media engagement and audience development
- High level of initiative and self-management with proven ability to prioritise, plan and manage projects, and deliver agreed outcomes to deadlines
- Willingness to take responsibility for tasks and projects with only high-level supervision while also being receptive to guidance and constructive feedback when offered
- Genuine interest in the not for profit/philanthropic sector

### **Personal Attributes**

- Integrity, reliability, honesty, trustworthiness
- Commitment to delivering high quality outcomes as agreed, through attention to detail and accuracy and ability to prioritise and manage time effectively
- Significant personal accountability, with ability to work with a high level of autonomy as well as work as part of a team
- Initiative, resourcefulness, and self-motivation, with ability to work well unsupervised
- Flexibility, a can-do attitude and a sense of humour.

### **Key Performance Indicators**

Engaging media articles, newsletters and Annual Report published to schedule; regular social media engagement with high uptake by Benalla young people and parents; website up-to-date, engaging and accurate; positive user feedback on all channels

- Measurable growth in audience reach and engagement
- Brand maintained in line with agreed marketing and communications strategy
- Successful promotion and attendance of events and activities
- Knowledge of the aims and achievements of Tomorrow Today Foundation increase - locally, regionally and nationally

### **Other requirements**

1. Current full Victorian driver's licence and comprehensively insured, roadworthy vehicle.
2. Current National Police Check.
3. Current Working with Children Check.

### **Employment Terms**

The position is part time 15 hours per week (0.4 EFT).

Salary: \$70,000, pro-rata, plus superannuation

Phone allowance: \$10 per week

Travel allowance: \$10 per week

Salary packaging available

There will be a six-month probationary period.

The position will be located in Benalla.

National Employment Standards apply.

### **Application Process**

#### **Privacy:**

In accordance with Privacy Legislation, Tomorrow Today Education Foundation will use the personal information provided by applicants solely for the purpose of making appointments to positions within the organisation. Tomorrow Today will take all reasonable steps to protect the personal information it collects and uses. It will not disclose such information to any outside organisation. Tomorrow Today will destroy the personal information when it is no longer needed for selection purposes except where the applicant accepts a position within the organisation. By submitting personal information to Tomorrow Today Education Foundation, applicants are deemed to have given their consent to the collection, use and storage of their personal information for the purpose stated above.

#### **Applications:**

Written applications should include daytime contact information, details of experience and qualifications, and a statement addressing each of the essential knowledge, skills and attributes.

Closing date for applications is 7 November 2021.

Applicants will need to be available for interview on Tuesday 16 November 2021.

Shortlisted applicants are required to bring original qualifications to interview and provide names and contact information for two professional referees.

Address application to:

Executive Officer

Tomorrow Today

Shop 10, 66 Nunn St

BENALLA VIC 3672

Or email: [rosiekoop@tomorrowtoday.com.au](mailto:rosiekoop@tomorrowtoday.com.au)

Enquiries to the Executive Officer, Rosie Koop 0418 893 371