

POSITION DESCRIPTION
Communications Coordinator

Reports to: Lead Organiser, Sydney Alliance

Duration: 1 year, starting from December 2021

Location: Sydney

ROLE DESCRIPTION

The Sydney Alliance brings together diverse community organisations, unions and religious organisations to advance the common good and achieve a fair, just and sustainable city. We do this by providing opportunities for people to have a say in decisions that affect them, their families and everyone working and living in Sydney. The Sydney Alliance is a non-party political organisation. Voices for Power is an effort of the Sydney Alliance that brings together diverse Alliance partners and communities across greater Sydney on the issue of affordable and renewable energy.

The Communication Coordinator's primary role will be to work alongside a small organising team to build visibility and scale of Sydney Alliance's Voices For Power project. This includes scaling up the mass participation of migrant communities and people of colour in the Alliance's climate change and affordable and renewable energy campaigns, as well as publicly logging the impact of Voices for Power in traditional and social media.

The secondary role will be to provide some communications support to the Lead Organiser and train the team for the future.

The role will help recruit and connect many diverse communities across Sydney's greater metropolitan to the Voices for Power and Sydney Alliance through the development of new digital assets and ensuring organising efforts reach and mobilise the most people possible to have the biggest impact.

The Communications Coordinator is a strategic thinker with the skills to implement ideas on the fly, with solid project management skills and great attention to detail. Strong people skills ensure quick and effective communication and collaboration within a complex and organic decision-making matrix.

KEY RESPONSIBILITIES

Core Responsibilities

- Formulating and execute Voices for Power's digital strategy and where necessary part of the Alliance holistic Alliance strategy- while also responding to the daily digital needs of the campaign.
- Manage content creation for Voices for Power across digital channels, including social media, EDMs and SEO, with the support of communications volunteers.
- Support and organise partners, leaders and staff to collaborate, create and share content, align messaging, and to create their own stronger digital campaigns that:
 - Maximize digital impact of community organising actions and successes.
 - Maximize digital impact of migrant community stories on energy and climate, support the development of those stories.
 - Direct and support pointed digital engagement with political decision makers.
- Profile Voices for Power in traditional media, including building relationships with journalists and producers, and training staff and volunteers as spokespeople
- Support the Lead Organiser with weekly internal newsletter to 600+ civic leaders across Sydney's Greater Metropolitan.
- Manage relationships with external digital, content and media consultants.
- Other tasks as directed by Voices for Power organising lead or Sydney Alliance Lead Organiser.

Resources and Support

- **Working with a community organising team of 2.5 FTE, admin support 1 FTE**
- Volunteer base of 20 core leaders, 60 second tier leaders and a broader network of 400 active leaders and 7000+ database.
- 40+ partner organisations, 12 of which are deeply involved in the Voices for Power project.
- Squarespace website, NationBuilder database, twitter and Facebook
- Deep well of powerful testimonies on energy and climate from Sydney Alliance leaders.
- \$12k base communication spend.

SALARY AND BENEFITS

The role is a permanent part-time work contract for 1 year to start immediately in December 2021 to 31 December 2022. Working 28 hours (4 days) per week, 4 weeks (pro rata) annual leave accrued.

Salary Package is \$66,242 (inclusive of superannuation). additional benefits include a monthly phone usage allowance.

APPLICATION PROCESS:

To apply, send your CV, cover letter to the Organising Lead of the Voices for Power Campaign, tnguyen@sydneyalliance.org.au by COB **Mon 29th November**

Please include links to relevant previous work or portfolio in your CV.

Your application will be reviewed. Applicants progressing will then be asked to complete a task and attend an interview.

FOR FURTHER INFORMATION:

Contact Thuy Linh Nguyen at tnguyen@sydneyalliance.org.au or 0404 524 718 for any questions about this position.