

# Position Description

<b>Position title</b>	Communications Coordinator
<b>Position type</b>	Part Time - 16 hours per week
<b>Location</b>	Urban Camp - Brens Drive Parkville
<b>Reports to</b>	Chief Executive Officer
<b>Direct Reports</b>	None

## About Urban Camp

**Our purpose:** Enabling young people to thrive through urban experiences

The Camp brings together the country and city in a unique camping experience. Nestled in Royal Park, Urban Camp provides a quiet and comfortable base to explore Melbourne's cultural, educational and recreational attractions. With friendly staff and a supportive atmosphere, The Camp offers a haven for the youth of Victoria mainly school, sporting and community groups visiting Melbourne.

## Position purpose

The Communications Coordinator is responsible for engaging target audiences by sharing stories of young people on camp in Melbourne, demonstrating how Urban Camp works and what it achieves. The Coordinator will gather and package stories and communicate these through our website and social media. They will also create materials and collateral to help ensure consistency in how the Urban Camp brand is communicated and experienced by those participating on our programs and using our facilities.

## Duties and responsibilities

- Develop social media and supporter communication plans to engage and extend Urban Camp's reach
- Plan and create engaging content that can be used online and across social media
- Liaise with schools and groups to create and generate content and obtain all necessary permissions and in keeping with child safeguarding principles and policies
- Ensure a high quality of communication which reflects Urban Camp's brand guidelines, tone and values
- Develop, manage and update the Urban Camp website
- Create relevant collateral such as information packs, impact reports, annual reports and merchandise to support the activities of Urban Camp
- Coordinate collation of new communications materials including videos and images
- Oversee Urban Camp's content in online communities and on third party sites that drive traffic to [www.urbancamp.org.au](http://www.urbancamp.org.au)
- Monitor Urban Camp communications, provide reports on the effectiveness to the CEO and utilise learning in future planning

## Qualifications

- Professional qualification or bachelor's degree in marketing, communications or related discipline
- Minimum 3 years' relevant professional experience
- Working with Children Check or ability to obtain.
- National Police Check or ability to obtain

## Skills / Knowledge / Experience Required

1. Knowledge and understanding of trends in digital media and experience of developing plans that effectively targets and engages individuals
2. Practical experience of creating engaging content across a range of digital platforms and skills in editing and packaging stories for social media
3. Strong copywriting skills and the ability to write in a tone that engages young people, their teachers and Urban Camp stakeholders
4. Experience of working through a customised CMS and ability to design and update web pages using Squarespace specifically
5. Further experience and ability in graphic design, photography, film making and editing is desirable
6. Strong organisational skills, flexible approach to work, initiative and ability to work independently and with a high level of autonomy

## Conditions of Employment

Hours are flexible according to the work required at specific times and is roughly 2 days per week averaged out over the month. Location of work is flexible although there will be times when required to work in at the camp.

All permanent appointments are subject to a 3-month trial period at which point both parties will ratify.

Permanent Part time staff are entitled to the following conditions under a pro rata arrangement as stated in the Urban Camp Melbourne Cooperative Enterprise Agreement:

- Annual Leave – 20 Days pa pro rata
- Leave Loading 17.5 %
- Superannuation Employers Contribution 12% pa
- Long Service Leave
- Meals & refreshments provided at Camp
- Board leave (3 additional days) over Xmas/New Year period

The Urban Camp staff operate under an Enterprise Agreement which is put together collaboratively between staff and board members of the Co-operative and is endorsed by Fair Work Commission.

## Approval

Print Employee Name: \_\_\_\_\_

Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Management Name: \_\_\_\_\_

Management Signature: \_\_\_\_\_

Date: \_\_\_\_\_

<b>Approved by:</b>	Daniel Whykes
<b>Date approved:</b>	1/04/2022
<b>Date reviewed:</b>	1/04/2022