

POSITION DESCRIPTION

POSITION TITLE: Marketing and Communications Coordinator (0.8- 1.0FTE negotiable)

REPORTS TO: Fundraising and Campaigns Manager

POSITION SUMMARY:

Starting at an exciting time in Variety Victoria's evolution, the Marketing and Communications Coordinator will be an integral part of the team. In the wake of COVID, Variety recognises the need to support children experiencing disadvantage, disability and illness will be even greater. Variety will be amplifying our storytelling and driving growth through innovative fundraising.

Taking the Variety brand to new heights, Variety's Marketing and Communications Coordinator is responsible for delivering whole of organisation marketing strategies to raise awareness of need, promote Variety's kids support and brand and drive revenue growth, engagement and awareness. The role is hands on, fast-paced and varied, supporting the delivery of initiatives and activities including event marketing, content development for online and print publications, social media and PR and media engagement. The role is for someone who loves a challenge, is dynamic, innovative, efficient and passionate about making a real difference in shaping the future of Variety and to the issues facing children in need.

POSITION:

Key Result Area	Major activities
Marketing and Communications	<ul style="list-style-type: none"> Support the implementation and alignment of a whole of organisation Marketing Strategy including the development and execution of end-to-end marketing plans for each of Variety's events and appeals, Kids Support activities and the Variety brand within agreed timeframes, budgets, and resourcing in consultation with the CEO and Manager. Execution of all social/ paid campaigns for Variety events, digital fundraising, programs and brand including budget management, designing the creative and copy, launching, optimisation and reporting Delivery and management of all eDMs including copywriting, design and list management for quarterly brand newsletters as well as newsletters/ communications for Variety's events, activities and programs Oversee design collateral for events Website content creation and builds on the Funraisin platform to support events and motoring events Create and manage the editorial content and calendar for social platforms including Instagram, Twitter and Facebook to align with target markets. Design creatives, schedule all content and monitor posts. Create, refresh and manage Variety's marketing and communications collateral to optimise storytelling including the development and execution of a range of creative media: video, testimonials, social media content, website content and annual report copy and content.
Evaluation and Reporting	<ul style="list-style-type: none"> Monitor and analyse progress and results of all marketing campaigns. Produce a monthly report and end of campaign reports for each project/ activity/ campaign.

Key Result Area	Major activities
Team involvement and organisation culture	<ul style="list-style-type: none"> Actively embrace and demonstrate commitment to the organisational values. Develop and maintain supportive and collaborative relationships within and between work teams. Attend and contribute to monthly National Marketing Committee Meetings As part of a nimble team, get involved and assist in activities as needed.

KEY SELECTION CRITERIA:

Criteria	Detail
Skills and Experience	<ul style="list-style-type: none"> Tertiary qualification in marketing or other relevant discipline 3+ years' experience in similar marketing roles including experience in end-to-end marketing, content creation, storytelling, innovating and creating campaigns for diverse target audiences Excellent relationship, networking and communication skills Demonstrated project management skills, including a proven ability to manage budgets, meet targets and work within constraints to achieve financial targets A content creator and copywriter with a keen eye for design and detail Intermediate to advanced MS Office skills (Word, Outlook, Excel, Powerpoint) Knowledge of Adobe Creative Suite, Sprout Social, Facebook Business Manager, Canva and Microsoft Planner, Funraisin (Just Giving, My Cause or similar) a bonus Experience in web building/site updates on Wordpress, Squarespace
Organisational Fit	<ul style="list-style-type: none"> Passion for making a difference to kids and their families. A knack for problem-solving skills with capacity for proactive and dynamic thinking. Ability to work in a team, autonomously and manage multiple projects simultaneously. Willingness to actively participate in all Variety activities. Demonstrable emotional intelligence, empathy, and strong interpersonal skills. Reliable and hardworking, with high levels of customer service, enthusiasm, and energy. An entrepreneurial approach with an ability to identify and act upon opportunities. A can-do attitude with a strong level of professionalism, self-sufficiency, and initiative.
Other requirements	<ul style="list-style-type: none"> Current Victorian Driving Licence Current Working with Children's Check Federal Criminal History Check Occasional out of office hours work and interstate travel may be required

POSITION DESCRIPTION ACCEPTANCE

Employee Name: _____ Signature: _____ Date: _____

Manager Name: _____ Signature: _____ Date: _____