



Communications & Marketing Coordinator (Part-Time, 3 Days/Week)

About Victoria Police Legacy (VPL)

Victoria Police Legacy (VPL) is a not-for-profit organisation that provides ongoing support and services for Victoria Police families who have suffered the loss of a loved one. We are a purpose-driven, values-led organisation committed to enhancing the lives and opportunities of Victoria Police legatees and making a real difference in their lives.

Position Overview

The Communications & Marketing Coordinator plays a pivotal role in strengthening VPL's profile, connections and impact. Working closely with Victoria Police and external stakeholders, this role manages and updates the VPL website, oversees social media channels, and ensures all communications remain contemporary, relevant and engaging for the broader Victorian community.

This role leads the planning and delivery of communications campaigns and public relations activities, supporting awareness, engagement, and trust in VPL's mission. It is a part-time position (3 days per week) with significant scope to shape and tell the VPL story.

Key Responsibilities

- Implement and deliver VPL's communications and marketing plan, including content creation, social media, eNews and eDM campaigns, public relations activities and communications assets.
- Manage VPL's digital presence, including the website and social media platforms (Facebook, Instagram, e-communications), ensuring content is current, engaging and aligned with VPL's values.
- Coordinate and deliver the communications strategy and calendar, ensuring initiatives are delivered on time and within budget.
- Plan and execute communications campaigns and PR activities that increase awareness, engagement and support across the Victorian community, including identifying new PR opportunities.
- Create, collate and manage content, including coordinating the production and distribution of CARE Magazine and other key publications.
- Develop and maintain marketing collateral such as brochures, information booklets, the annual report and calendar to ensure accuracy, consistency and relevance.
- Write high-quality internal and external communications, including media releases, and act as the first point of contact for media enquiries.
- Build and maintain strong collaborative relationships with Victoria Police Media and other external agencies to enhance VPL's visibility and reputation. This includes creating some content for publication in media tools like newsletters and magazines, and cross-promotion on social media, for partnering organisations.

- Monitor, analyse and report on key marketing and communications data to inform decision-making and continuous improvement.
- Maintain accurate and up-to-date marketing contact and engagement records within VPL's CRM.
- Stay informed of contemporary marketing, communications and media trends relevant to not-for-profit and charitable organisations.

Education & Experience

- Relevant tertiary or vocational qualification and/or demonstrated experience in Marketing and Communications.
- Experience in strategic planning and delivery of brand awareness campaigns across multiple channels, including social media, digital platforms and email communications.
- Experience in content development, copywriting and editing across multimedia platforms and design platforms like InDesign, Photoshop, Canva.
- Proficient in website content management systems and marketing analytics tools.
- Knowledge of privacy and spam laws affecting communications and marketing.
- Strong organisational skills with the ability to plan, schedule and deliver projects on time.

Personal Attributes

- Strong customer service orientation and professional approach.
- Commitment to the vision, mission and values of VPL.
- Excellent written and verbal communication skills.
- Ability and passion for working collaboratively in a small team environment and also work independently
- Attention to detail, time management and organisational skills.
- Computer literate, including MS Word, Excel, Outlook, and CRM systems.

Why Join Us

- Work in a values-led, mission-driven organisation making a tangible difference in the community.
- Flexible, supportive and collaborative part-time role.
- Opportunity to lead and shape communications and marketing strategies.

Remuneration: Remuneration will be commensurate with skills and experience.

How to Apply:

Please submit a cover letter and resume outlining your suitability for the role to debra.robertson@policelegacyvic.org.au. Applications close 6th February 2026 at 8pm.