# Position Description – Communications & Content Coordinator

## Position Details

**Position Title:** Communications & Content Coordinator

**Portfolio:** Communications

**Employment:** 12-month contract (continuation pending funding)

**Time Fraction:** Full-time or part-time available

**Location:** Hybrid – work from home and 1-2 days in Melbourne CBD office

## About the Centre

The Centre for Excellence in Child and Family Welfare is the peak body for child and family services across Victoria and Tasmania, representing over 180 organisations. We advocate for the wellbeing of children, young people, and families and support a strong, capable and connected workforce across the sector.

Joining the Centre means contributing to meaningful work that influences positive outcomes for children and families, while gaining practical skills and professional experience in communications, content creation and digital engagement.

The Centre cultivates a diverse and inclusive workplace committed to our team members' health, wellbeing and cultural safety. We believe diversity strengthens our teams, services, and organisations. **We encourage applicants of any background, culture, gender identity and experience to join us.**

## Organisational accountabilities

The Centre is committed to the health, safety, and wellbeing of its staff. The Centre and its staff must comply with a range of statutory requirements including equal opportunity, occupational health and safety and privacy. The Centre requires staff to comply with its policies and procedures and related statutory requirements.

Benefits and Perks at the Centre

- Up to three days additional leave over Christmas/New Year period
- Family-friendly flexible working arrangements
- A flexible hybrid work-from-home arrangement
- Paid parental/carer/study leave
- Ongoing training and professional development opportunities
- A supportive and positive work environment
- Employee Assistance Program (EAP)
- Leave loading of 17.5%
- Attractive not-for-profit salary packaging (this boosts your income by reducing the amount of tax you pay) with Meal/Holiday accommodation benefit



50 Market Street, Melbourne, VIC 3000
(03) 9614 1577
cfecfw.org.au

## Communications Team

The Communications team is responsible for the management of media, internal and external communications, the Centre's website and social media channels, email newsletters and communications, graphic design, and advocacy and awareness campaigns at the Centre. This role reports to the Strategic Communications, Engagement and Advocacy Manager.

## Position summary

We're looking for a curious and creative **writer and creative content producer** who loves turning insights into engaging content across multiple channels. You will **plan, write, design and publish** content across the Centre's website and share it on our social media and email platforms. You'll develop strategies to grow our audience engagement and **use analytics to continuously improve performance**. If you enjoy crafting compelling copy, testing new formats, and working fast with purpose, this is for you.

You will:

- Manage the Centre's social media and email calendars,
- Write clear, audience-focused news updates for the website every day,
- Own reporting and A/B testing to grow reach and engagement
- Partner across teams to find stories, report on impact and opportunities.

Full training and support will be provided for sector-specific campaigns (media cycles, elections, budget periods).

## Key accountabilities

Website & Content

- Write and publish sector news, project updates and explainer content aligned to audience needs and SEO basics (headings, metadata, internal links).
- Partner with teams to capture impact stories and translate technical material into plain-English content.
- Support graphic design needs using Canva for Teams and Adobe Creative Suite.

Social Media

- Manage all aspects of the Centre's social media channels, advising on and testing emerging content trends, and supporting teams across the organisation.
- Own the Centre's social strategy and always-on calendar; expand output and innovate formats (short video, carousels, thought-leadership posts, explainers).
- Create and edit multimedia content (copy, short-form video, graphics) optimised for LinkedIn and Facebook.
- Run paid social campaigns (set objectives, audiences, budgets, creatives); report on ROI.

Email Communications

- Manage Mailchimp best practice (segmentation, tagging, list hygiene, automated journeys, deliverability) and support teams across the organisation.
- Own production of our fortnightly sector newsletter, Sector Buzz for Victoria and Tasmania membership. Produce solus event eDM end-to-end.
- Evolve newsletter design and structure for readability and conversion (clear CTAs, scannable modules, accessibility).

Other

- Monthly reporting cross social media, newsletter and campaigns, run regular testing to learn and




50 Market Street, Melbourne, VIC 3000
(03) 9614 1577
cfecfw.org.au

implement improvements across our channels.

- Support media and advocacy campaigns.
- Communications support across the organization a needed.

## Key selection criteria

### Skills and Attributes

The successful applicant will demonstrate:

- Exceptional writing and editing skills, with the ability to adapt tone and structure for website news, email newsletters and social media platforms.
- Strong content judgement, including the ability to prioritise stories, shape narratives, and recommend formats to suit different audiences and channels.
- Proven experience creating channel-native content (including short video, carousels and graphics) and delivering high-quality outputs to deadline.
- Confidence using analytics to inform decisions, including interpreting performance data, identifying trends, and applying insights to improve engagement.
- Strong stakeholder engagement skills, with the ability to work collaboratively across teams, translate complex information into plain English, and provide clear advice on content and channels.
- A high level of organisation and attention to detail, with the ability to manage multiple workflows in a fast-paced environment.
- Alignment with the Centre's values and a commitment to clear, accessible and inclusive communications.

Qualifications and experience

- Tertiary qualifications in communications, digital media, journalism or a related discipline, and/or equivalent industry experience.
- 3+ years managing or contributing significantly to website, social media and email communications in a busy environment.
- Proficiency with email marketing platforms (Mailchimp), social media scheduling tools (Loomly), platform analytics (GA4, Meta, LinkedIn) and content creation tools (Canva for Teams, Adobe Creative Suite a plus).
- Demonstrated experience running or supporting paid social, building reports, and refining content based on results.
- Experience working in, or with, the not-for-profit, government or community sector is desirable but not essential.

## Conditional employment requirements

1. Satisfactory police check.
2. Satisfactory Working with Children check.
3. Proof of the right to work in Australia.




50 Market Street, Melbourne, VIC 3000
(03) 9614 1577
cfecfw.org.au

## To apply

Please note: **This position is being recruited through an expedited process.** Applications will be reviewed as they are received, and the role may be filled before the closing date. We encourage interested candidates to apply as soon as possible. Applications will close once a suitable candidate is appointed.

Email your cover letter detailing why you're perfect for this role, your resume and a short portfolio to Louise.Johnson@cfecfw.org.au.

Your portfolio should include:

1. Two writing samples (one social carousel or short-form video script; one email or web article).
2. One mini case study (context, your role, assets produced, key metrics before/after, what you changed based on data).




50 Market Street, Melbourne, VIC 3000
(03) 9614 1577
cfecfw.org.au