



Mortgage Stress Victoria

Job Title	Communications and Marketing Coordinator
General	
Context	<p>Mortgage Stress Victoria (MSV) is a specialist statewide community legal centre. We provide free financial counselling, legal, and social work services to Victorians in mortgage stress. Our clients are complex, ineligible for other intensive supports, and often at risk of homelessness. MSV's casework informs our systemic advocacy work.</p> <p>MSV's offices are on Wurundjeri country in Melbourne's CBD. More about MSV can be found on our website, including our organisational strategy.</p>
MSV Vision	Fair mortgages and secure housing for homeowners in debt.
MSV Purpose	We support people experiencing mortgage stress and drive systemic change to prevent mortgage stress.
Role Purpose	The Communications and Marketing Coordinator coordinates MSV's external communication and branding, promoting MSV's work amongst help-seekers and stakeholders as a trusted source of advice and expertise on solutions to mortgage stress.
Our Values	<p>Tenacity – we are strategic and fearless advocates.</p> <p>Humanity – we are non-judgmental, compassionate and take a holistic approach.</p> <p>Excellence – we achieve life changing outcomes and systemic change.</p>
Reports to	Head of Operations and Access
Term	1 year max term (possibility to extend)
Scope of Role	<p>Direct Reports: 0 Indirect reports: 0</p> <p>Responsible for supporting the development of MSV's profile, brand and reputation as a trusted source of expertise on mortgage stress.</p> <p>The role will work across platforms to develop a national social media presence that engages diverse target audiences including help-seekers, service providers, referral partners, Government departments, sector leaders, commentators and policy makers.</p> <p>Internal collaboration:</p> <ul style="list-style-type: none"> • Embedded within Operations & Access team • Works closely with the Policy & Campaigns team as well as Program Managers and caseworkers.

Key Selection Criteria

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1. Demonstrable experience implementing and contributing to strategic growth of brand awareness.
2. Experience in managing successful social media and marketing campaigns across a range of platforms to diverse (especially CALD) audiences.
3. Nuanced understanding of need to tailor communication style, content and strategy to different audiences.
4. Strong communications skills with ability to identify needs and adapt accordingly.
5. Skilled in internal collaboration and teamwork.
6. Advanced design skills, i.e. proficient in use of Canva, Adobe InDesign Content creation.
7. A clear writer with advanced copy-editing skills.
8. Organised, flexible and responsive – experienced in working to deadlines and adapting to changing media cycles.
9. Commitment to MSV's Values, Vision, Purpose and Organisational Strategy.
10. Promotes diversity and inclusion and contributes to a culturally safe workplace.

Desirable

11. Qualifications in marketing, journalism, communication, design, or a related field.
12. Understanding of mortgage and financial services terms and stakeholders.
13. Experience in video and AI content creation
14. Experience improving service accessibility through use of diverse communications strategies.
15. Experience working in a new organisation, start-up environment or the not-for-profit sector.
16. Demonstrable relationship-building ability including with community-based organisations.

Salary & Benefits

This is a 0.6 FTE role (3 days per week).

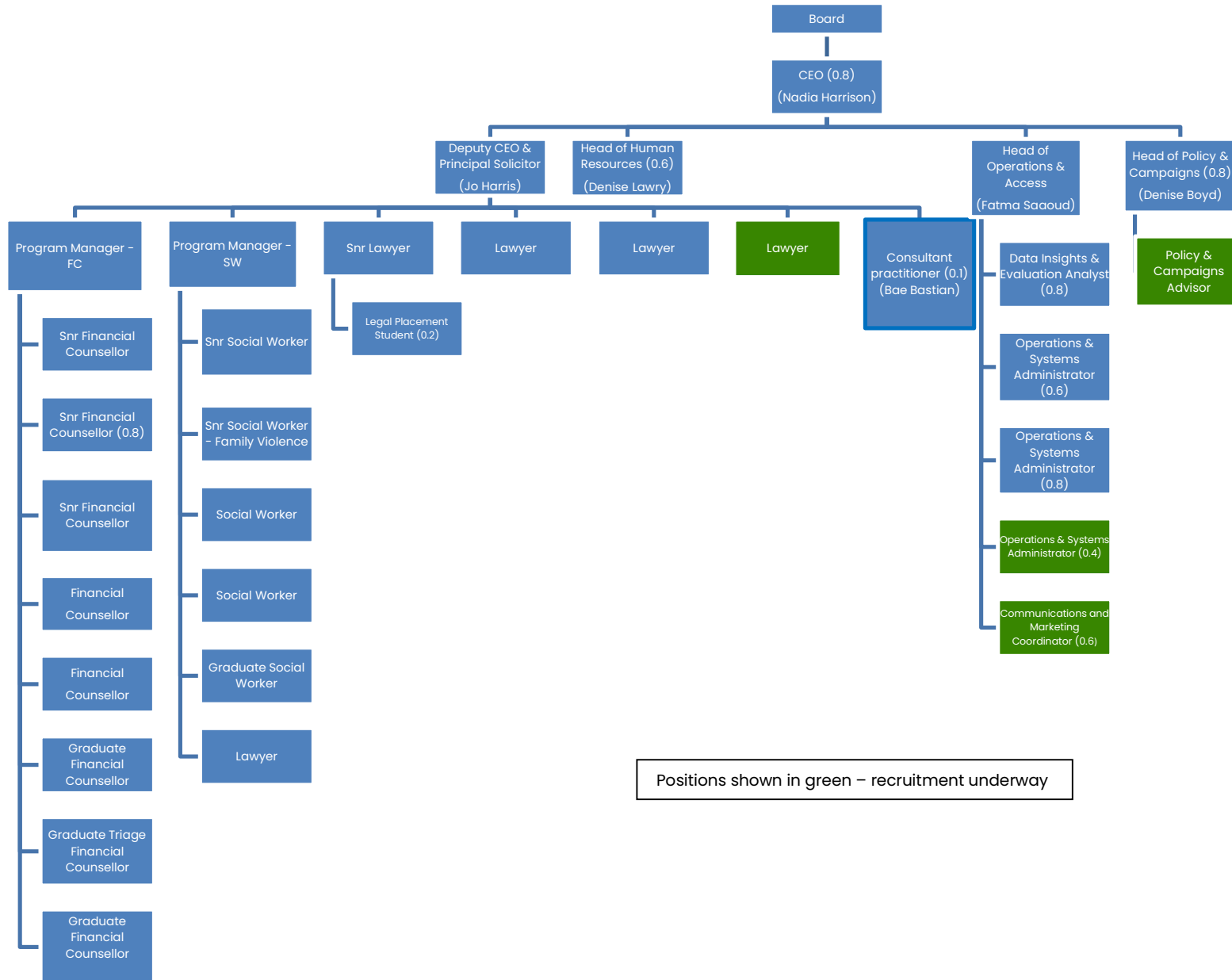
1. Full time equivalent annual salary ranging from \$103,807 –\$108,510 (pro rata for part time), excluding superannuation and leave loading. [SCHADS Level 5 +3%]
2. 12% superannuation.
3. Five weeks annual leave + 17.5% leave loading (valued at \$18,165-\$18,989 / pro rata for part time).
4. Paid Christmas closure in addition to annual leave.
5. Up to \$15,500 in salary packaging (valued at up to \$7,200).
6. Hybrid work from home and office model.
7. Access to Employee Assistance Program.
8. An energising workplace, with a supportive culture and great colleagues dedicated to social justice.
9. Central CBD location next to Flagstaff Station, new offices with end-of-trip facilities including secure indoor bike storage & laundered towel service.

Appendix 1. Communications and Marketing Coordinator – role accountabilities

Accountabilities	Weight	Activity	Measure of Success
Social Media management	60%	<ul style="list-style-type: none"> Plan, create and schedule social media content to promote MSV's services across agreed platforms Ensure content aligns with MSV brand, tone and service delivery key messages Monitor engagement, respond to comments/messages as appropriate Track comments and performance and provide basic analytics/insight 	<ul style="list-style-type: none"> Regular, consistent posting achieved Engagement (reach, likes, shares, comments) shows steady or improved performance Content reflects MSV values and priority messages Issues or risks identified and escalated promptly
Brand marketing	20%	<ul style="list-style-type: none"> Maintain and apply MSV brand guidelines across service delivery-oriented communications Develop marketing collateral (digital and print) as required Create campaigns that promote services, advocacy, and organisational priorities Monitor MSV media "mentions" Ensure consistency across website, social media and publications 	<ul style="list-style-type: none"> Brand consistency evident across all materials Campaigns delivered on time and aligned to objectives Positive internal and external feedback on clarity and professionalism of materials
Content Development - not SM	15%	<ul style="list-style-type: none"> Draft and edit design content for newsletters, website, reports and external communications Translate complex information into clear, accessible language Work collaboratively with different MSV teams and ensure compliance with organisational requirements 	<ul style="list-style-type: none"> Content is accurate, accessible and fit for purpose



Other activities as required	5%	As a small organisation, we often require your advice or help on other activities to help us reach our goals. This could include for example: <ul style="list-style-type: none">• Contributing to strategy development or reviews• Supporting campaigns, events or funding activities• General tasks to support MSV's communications objectives	<ul style="list-style-type: none">• Support provided is timely and constructive• Flexibility without detracting from core responsibilities
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Positions shown in green – recruitment underway