

## Position Description – Marketing and Communications Coordinator

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| <b>Position:</b>             | Marketing and Communications Coordinator                               |
| <b>Details</b>               | Permanent Part time – 2-3 days per week (negotiable)                   |
| <b>Location:</b>             | Canberra, Australia  |
| <b>Reports to:</b>           | Chief Executive Officer  |
| <b>Salary/Classification</b> | SHFPACT Enterprise Agreement 2011-2013, Professional Officer Level 2/3 |

**Job Summary:** The Marketing and Communications Coordinator will develop and drive the Sexual Health & Family Planning ACT (SHFPACT) marketing and communications strategy to ensure comprehensive reach of our brand and message to target audiences. The Marketing and Communications Coordinator will coordinate all activities to promote access to information and services, manage the website, maximise fundraising opportunities and coordinate publications. (such as the Annual Report)

**Organisational Context and Practice Framework** SHFPACT is a not-for-profit, non-government, membership-based organisation, and is a member of Sexual and Reproductive Health Australia - a network of independent, state-based Sexual and Reproductive Health Organisations - and the International Planned Parenthood Federation (IPPF).

SHFPACT's purpose is to provide targeted, equitable and respectful sexual and reproductive healthcare, education and training services.

Sexual Health & Family Planning ACT identifies priority populations facing barriers to achieving improved sexual and reproductive health as:

- a. Young people;
- b. People on low incomes or who are otherwise facing financial hardship and disadvantage;
- c. People from culturally and linguistically diverse backgrounds
- d. People with disabilities;
- e. Aboriginal and Torres Strait Islanders, and
- f. People who identify as gay, lesbian, bisexual, or queer, and people who are same-sex attracted, sex and/or gender-diverse

SHFPACT recognises that other population groups also face barriers to improved sexual and reproductive health and develops and delivers responses informed by an evidence base, including research, policy priorities and frameworks, and needs assessment for new and emerging areas of work.

### Duties and Responsibilities

- Develop a Marketing, Communications and Fundraising Plan that aligns with SHFPACT's mission
- Ensure the SHFPACT brand is consistent and effectively communicated across all marketing materials and platforms

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- Review design and content of website(s) and social media platforms and revitalise to ensure maximum reach and accessibility
  - Manage the website(s) and all social media platforms
  - Implement digital marketing strategies to increase online visibility, drive website traffic, and grow the organisation's online community
  - Create social media content, including tiles, video and text for Facebook, Instagram and LinkedIn
  - Create campaign pages and associated actions
  - Create basic graphics, images or other design elements required for website pages based on the style guide
  - Shooting and basic editing of video & photos
  - Liaise with graphic designer, photographers, videographers and editors for more complex designs
  - Create and maintain journeys for website visitors
  - Collaborate with Managers to create and update education and clinical services publications
  - Source and manage the design and printing of publications materials.
  - Work closely with management teams within the organization, to ensure alignment and integration of marketing efforts with overall organizational objectives
  - Attend events as needed to capture social media content
  - Review current approach to membership including benefits and use of Supporter Hub (CRM).
  - Plan effectively for, and evaluate, the implementation of fundraising and membership services activities
  - Drive fundraising activities in line with Marketing, Communications and Fundraising Plan.

**Administration:**

- Maintain activity records and provide reports for program and projects
- Assist with the annual compliance reporting obligations of the Association, such as Annual General Meeting, membership renewals, and the Annual Report

**Staff Supervision:**

- No direct internal reports. However, the Marketing and Communications Coordinator will be responsible for the engagement and oversight of external contractors such as graphic designer and photographers.

**Teamwork:**

- Build effective relationships and connections across the organisation and collaborate with all teams to amplify the impact of programs and services
- Facilitate a positive, respectful work environment and effective communication
- Observe the Employee Code of Conduct and organisational policy and procedures in all communication with colleagues and in the resolution of grievances and conflict

**Workplace Safety:**

- Observe the responsibilities of all employees and supervisors in organisational Work Health & Safety policy and procedures

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**Other duties:**

- Promote workplace safety and adherence to organisational policy and procedures with supervised staff and colleagues
- Abide by the Employee Code of Conduct and other related organisational policies and procedures.
- Liaise with appropriate partner organisations, professional bodies and networks to enhance organisation, program and service profile and capacity
- Undertake additional tasks as required by the CEO to assist in the smooth running of the organisation.

**Key Relationships:** Chief Executive Officer  
Senior Directors  
Managers

**Employment Level** Level 2/3

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**Professional Capacity Profile**

*An indicative, non-exhaustive statement of the kinds of qualifications, skills, knowledge, values & attitudes required to perform in the position, to be used as a guide for selection criteria at time of recruitment, and for professional development planning*

- Qualifications:**
- Relevant qualifications in communications, marketing, public relations, journalism, health promotion or other relevant profession/discipline
- Experience:** Relevant employment experience in:
- A communications, marketing or public relations role, particularly in a community services and/or education provision context
  - Working with and/or delivering health information and health education services to individuals, community groups and professionals
  - Working within a multidisciplinary environment
- Values and Attitudes:** Capacity or aptitude for:
- Connecting with our various audiences to communicate and engage our message and promote the sexual and reproductive health of all Canberrans
  - Working in a multi-disciplinary team, where every day provides new tasks, opportunities and experience.
- Knowledge:**
- Understanding of, and professional commitment to, promoting sexual and reproductive health and rights within a feminist, client-centred and comprehensive framework
- Essential Skills:**
- Commitment to the values and goals of the organisation
  - Excellent interpersonal, verbal and written communication skills demonstrated in a range of organisational, professional and community settings
  - Experience developing and evaluating external communications activities covering both strategy and communication delivery
  - Demonstrated experience with influencing and building and maintaining relationships with both internal and external stakeholders, with the intention of developing long lasting and mutually beneficial relationships that support the success of a project.
  - Proven ability to work under minimal supervision and to work effectively as part of a busy, multidisciplinary team.
  - Ability to apply calm, logical consideration to multiple tasks, while experiencing times of high demand and conflicting priorities, and deliver high standard results consistently which meet prescribed deadlines.
- Desirable skills:** Tertiary qualifications in communications, marketing, public relations, journalism, health promotion or other relevant profession/discipline
- Other Requirements:** Successful completion of a Working with Vulnerable People Check (or Australian Federal Police Criminal History Check)