



POSITION DESCRIPTION

POSITION TITLE	Marketing and Communications Lead
PROGRAM	Corporate Services
REPORTS TO	Business Development and Partnerships Manager
LOCATION	This position is based in the Brunswick Town Hall. From time to time the incumbent may be requested to work from, or to be based at, other Hope Street sites.
DAYS & HOURS	Part time – 0.6 FTE Hours of work can be flexible across the working week between 8am – 6pm, Monday to Friday, by agreement.
CLASSIFICATION	Social, Community, Home Care and Disability Services (SCHCADS) Award 2010 – Level 4 Access to NFP tax concessions specifically salary packaging scheme offering up to \$18,550 of our salary tax free.
OVER AWARD CONDITIONS	Personal Carers leave – 12 days in first year of service and 14 days per year thereafter. Pro-rated for part time employees.

ORGANISATIONAL INFORMATION

Hope Street Youth and Family Services Limited ("Hope Street") based in the Northern and Western regions of Melbourne, is one of the longest established specialist youth homelessness services in Victoria delivering a broad range of support services to young people who are experiencing or at risk of homelessness.

With 45 years' experience in delivering responsive services to young people in local communities, Hope Street provides both strategically targeted and holistic programs for young people aged 16 – 25 years old, including young families. These programs incorporate the following:

- Short term supported crisis accommodation.
- Assertive outreach services.
- Youth reconciliation involving counselling and support for young people and young families.
- Advocacy, resource and referral services.
- Supported transitional housing.

Hope Street is a not-for-profit organisation whose **vision** is *a society in which all young people and young families have a safe place to call home*. Our **purpose** is *to influence change to end youth homelessness and empower young people and young families to reach their full potential*. Our **values** are *Fairness, Collaboration, Social Justice, Integrity, Diversity and Hope*.

Hope Street has a zero tolerance to all forms of violence, including child abuse, and is committed to creating safe communities which focus on the best interests of children and young people. The organisation promotes the safety and empowerment of all children and young people acknowledging both their individual diversity and cultural heritage.

Visit our website www.hopest.org for more information.



POSITION INFORMATION

The Marketing and Communications Lead reports to the Business Development and Partnerships Manager and sits within the corporate support team located at the Brunswick Town Hall.

The position collaborates with the Business Development and Partnerships Manager, CEO and other members of the Executive team to implement communications and marketing strategies as well as timely delivery of campaigns, marketing collateral, through various electronic and traditional channels which support the organisation's key business activities, projects, change and growth.

This role is also responsible for the coordination of all internal and external communications to ensure consistent messaging that is aligned to Hope Street's brand and organisational values to portray a vibrant and strong brand.

KEY RESPONSIBILITIES

- In line with Hope Street's strategic objectives, contribute to the development and review of Hope Street's Marketing and Communications Plan by providing insights from digital engagement, campaign performance, and operational content delivery.
- Work with the Business Development and Partnerships Manager in consultation with internal and external stakeholders to develop communication plans that support key organisational projects.
- Develop and implement digital content in alignment with Hope Street's overarching marketing and communications plan.
- Support media engagement activities by preparing media materials, coordinating outreach, and maintaining media contact lists.
- Track and report on digital engagement metrics (e.g. website traffic, social media reach and engagement, email campaign performance, and survey responses) to inform operational reporting and informed decision-making.
- Actively contribute to the review of web and social media policies, procedures, user guides, applications and systems.
- Develop recommendations regarding web and social media improvements to meet current and growing needs of the organisation.
- Ensure the website is visually appealing and easy to navigate.
- Develop high quality digital and traditional content (images and text) that reflects Hope Street's brand and reputation for:
 - Hope Street's website.
 - Growth and Projects including change implementation.
 - Partners eNewsletter
 - Assist the People and Culture Manager with the design/layout of the Staff eNewsletter.
 - Promotional and event materials (e.g. invitations, flyers, slideshows).
 - Other online platforms as required, (e.g. surveys, events management sites such as Eventbrite and Trybooking, and any social media channels).
- Develop/write all print media including releases ensuring quality and alignment with Hope Street standards.
- Engage and develop working relationships with media outlets and sector stakeholders and partners to further Hope Street's advocacy and brand.
- Brand management of internal and external communications.
- Oversee creation from brief to end product to build and develop a brand identity in line with the Hope Street's style guide.
- Engage, foster and maintain relationships with local and state media platforms including social for optimal Hope Street messaging, reach and presence.
- Engage and support Hope Street Ambassadors to enhance Hope Street's messaging, reach and presence across various media platforms.



General

- Adhere to Hope Street's values of Fairness, Collaboration, Social Justice, Integrity, Diversity and Hope.
- Adhere to the Child Safe Standards and Hope Street Code of Conduct.
- Comply with organisational policies and procedures.
- Maintain a safe environment at all times.
- Undertake a police check prior to commencement and every three years thereafter and inform Hope Street immediately of any convictions.
- Maintain an up to date Working with Children Check.
- Actively participate in supervision and performance review procedures.
- Contribute to a positive 'can do' organisational culture.
- Actively work individually and collectively to achieve a service and work environment where equality of opportunity, access and inclusion are fostered.
- Knowledge of MS Office, development of web assets and knowledge of Canva preferred.
- Basic knowledge of Adobe Creative Suite a benefit.
- Strong communication and interpersonal skills.
- Highly developed attention to detail, particularly in proof reading and copy editing.
- Excellent time management skills including the ability to prioritise workload and to meet deadlines.
- Well-developed writing skills.
- Ability to maintain effective and professional relationships with colleagues and suppliers.
- Initiative and ability to think outside the square.
- Good project and timeline management skills.
- Undertake other duties as requested by the Business Development and Partnerships Manager and/or CEO.

KEY SELECTION CRITERIA

1. Bachelor's degree in communications, marketing, journalism or a related discipline.
2. Demonstrated experience developing and implementing effective communication strategies and plans.
3. Demonstrated ability to engage, foster and maintain key stakeholder relationships across different media platforms.
4. Ability to liaise with stakeholders to source information in a timely manner, develop, and project manage content delivery that is appropriate for the target demographic and their needs (i.e. staff, referrer, community organisations).
5. Understanding and experience of framing an issue or content for target audiences for media – government, community and sector. Experience or familiarity with pitching media contacts and maintaining media lists.
6. Excellent written and highly developed verbal and communication skills including planning, report writing, speech writing, media release writing and development of presentations which support organisational advocacy/influence.
7. Good working knowledge of social media, electronic direct mail, web content creation, design and digital management applications such as MS Office, Mail Chimp, Survey Monkey, Canva and basic knowledge of Adobe Creative Suite.
8. Demonstrated ability developing and maintaining an effective and user-friendly digital platform ensuring currency, relevance and enabling data analysis and research to improve service delivery.



9. General understanding of prepress (print) and design elements (both online and print) when liaising with print and digital agencies to ensure branding and visual identity is aligned and consistent with Hope Street's style guide.
10. Demonstrated ability and drive to contribute pro-actively and constructively in a team environment, with a high degree of initiative and motivation.

Employee Name _____

Manager Name _____

Employee Signature _____

Manager Signature _____

Date _____

Date _____