

THE JUNCTION NEIGHBOURHOOD CENTRE INC (JNC) JOB DESCRIPTION

COMMUNICATIONS AND MARKETING COORDINATOR

Job title	Communications and Marketing Coordinator
Program/team	JNC Operations
Date	July 2026
Reporting and requirements	Reports to: CEO Direct Reports: Comms Volunteers Member of: Operations Team
Status	Part time
Hours	21 hours per week to be worked over 3 or 4 days.
Award and Level	Social, Community, Home Care and Disability Services (SCHADS) Award Award Level 4. Attractive above award salary and conditions
Location	Based at Maroubra but also working across JNC Centres at Glebe and Bondi Junction

Purpose of Position

To work collaboratively in a team environment with responsibility for coordination of JNC's external communications and marketing. The role will coordinate our communications plan, manage use of our brand and keep the website up to date. The Coordinator will use a range of channels to raise awareness of JNC in the community and promote JNC services, events, achievements and opportunities to contribute or make donations to JNC to our local communities and stakeholders. This person will also collaborate with internal teams to promote JNC and community events.

Responsibilities and key activities

In accordance with JNC policies and procedures and program processes and systems:

Responsibility	Key activities
Planning, budgeting and reporting	• Actively participate in development of JNC's Strategic Plan • Actively participate in the planning and development of JNC's communication and marketing strategies • Actively participate in the planning of JNC events across the organisation • Participate in the implementation of risk management planning processes • Make and implement financial decisions in accordance with JNC's delegations schedule • Present reports to the JNC CEO and Board as required

Coordinate service delivery and development: marketing and communications	• Develop and implement JNC communication strategy, promotional strategies and tools in collaboration with CEO, Leadership Group and JNC teams • Manage the use of the JNC brand in all our internal and external communications • Develop and implement strategies to promote JNC services, events and achievements in an accessible manner to stakeholders and influencers • Develop and review procedures for JNC's communications work • Manage and update The JNC website content, ensuring all details are accurate and relevant to our communities and stakeholders • Create visual and content assets in Canva • Plan and implement digital campaigns • Develop SEO-informed website copy and blog posts • Create and present post campaign reports for JNC campaigns • Respond to socially relevant days and events in the local community • Promote The JNC and its services accurately and professionally on key social media channels, in particular Facebook, X, Instagram and LinkedIn, ensuring that content is accessible, engaging and culturally appropriate • Work collaboratively in an internal team to develop effective communication strategies for the organization's fundraising strategy with accurate communication messages • Promote and follow up on communications to support fundraising initiatives • Liaise with external graphic designer in the production of effective and attractive promotional tools that ensure clear and professional messages, and use templates to keep information up to date • Produce effective written material • Resource key stakeholder engagements including media contacts • Ensure marketing messages and The JNC brand is consistently and effectively used • Maintain appropriate records and complete appropriate reports in a timely fashion. • Work collaboratively with JNC Teams and Leadership Group • Raise complaints and stakeholder issues with the CEO
Networking, external communications and partnerships	• Coordinate a collaborative approach to JNC's promotion and external communications seeking input from internal stakeholders • Communicate with stakeholders, other service providers and the community to promote the work of the JNC and build positive relationships • Oversee and develop key JNC communications tools including print materials, social media and other key communications • Collaborate with team members on key community events to raise the profile of JNC, its services and values • In conjunction with the CEO, participate in the development of local media connections, networks

	• Participate in the JNC community engagement activities in order to build an understanding of community aspirations
Teamwork	• Actively participate in teamwork in the JNC • Complete Performance Matters with supervisor • Participate actively in supervision, support and training and debriefing • Provide effective support and supervision for volunteers in the team
Participate in development of a positive, collaborative and respectful culture	• Actively participate in building a positive work culture and wellbeing of staff • Promote and actively model JNC values, Core Principles and Code of Conduct to all staff, clients, partners and stakeholders • Work actively and collaboratively with the Leadership Group and peers to achieve JNC wide work objectives
Active participation in the organisation	• Participate in processes to facilitate cross program and cross centre services within JNC • Implement policies and procedures at organisation wide and program specific levels and comply with all organisational policies and procedures and compliance with WHS, Child Protection, EEO and other legal requirements. • Contribute to JNC meeting Work Health & Safety (WHS) requirements, and be responsible for reading, understanding and abiding by the organisation's WHS policies • Take reasonable care of the health and safety of self and others and co-operate with the Leadership Group in its efforts to comply with WHS requirements. • Liaise with other employees to ensure health, safety and welfare at work, provide and maintain safe places of work, equipment and systems of work under WHS legislation. • Provide input to the collection of organisation wide statistics • Actively participate in professional development and training and in JNC wide staff meetings and staff development activities • Participate in rostering to ensure centre coverage

Performance measures

- Accuracy, up to date and consistent use of brand
- Communications strategy utilizing a range of channels
- Effectiveness of different communications and strategies
- Timelines and deadlines all met
- Campaign calendar is developed and delivered
- Engagement and networking with external stakeholders
- Record keeping and data entry accurate and timely
- Alignment with JNC Values and Core Principles
- Consistent application of JNC policies and procedures

Selection Criteria

Essential Criteria

- Relevant tertiary qualifications in marketing, communications or a related field
- Proven ability to implement and monitor communications strategies
- Previous hands on experience in a broad communications role including storytelling, social media, website management and content development
- Understanding of marketing concepts in relation to the community sector and an ability to connect with different audiences
- Experience in embedding and maintaining the brand across different platforms and stakeholders
- Creative, with an eye for what makes effective communication
- Strong interpersonal and verbal communication skills and high level written communication skills with an eye for detail
- Problem solving and time management skills, with ability to work independently, and manage multiple projects and competing priorities
- Self-directed , solutions focused and proactive
- Demonstrated IT proficiency across a range of social media platforms, design applications, EDM applications and Microsoft Office
- Commitment to the values of The JNC

Desirable

1. Knowledge of updating web content on Wordpress
2. Knowledge of Adobe software including InDesign
3. Knowledge of the demographics and communities in Eastern Sydney and City of Sydney
4. Current Drivers License Class C
5. Access to a reliable car with full comprehensive insurance.

About the JNC

Creating local connections

Our Statement of Purpose

We provide informed and personalised support to people experiencing social isolation, vulnerability and/or disadvantage. We listen to our local communities and work to enhance well-being and create local connections.

Our Vision

To be recognised as a leading provider of services to prevent social isolation and loneliness and create community connections. We are a local organisation with a diverse and trusted workforce that effectively supports people who are experiencing vulnerability and/or disadvantage.

Our values and Practices

Values	Practices
Accountability & Professionalism	We are evidence based and outcomes focused We deliver quality client services with accountability for our work.
Social Justice	We work to enable fair and equitable access We take a holistic approach to well-being and focus on the whole person. We are person-centred and work with people to build individual resilience using enabling and strength-based approaches.
Participation	We encourage people to participate and engage in community life so that they have a say and retain control over their lives.
Respect	We provide culturally appropriate, safe and accessible services where strengths, capabilities and diversity are acknowledged and valued. We strengthen our commitment to reconciliation.
Collaboration	We work with others to build community resilience and connectedness.
Courage	We are committed to our purpose and vision even in the face of adversity

What we do

The Junction Neighbourhood Centre (JNC) provides a diverse range of local community services and programs for the communities in Eastern Sydney, with a focus on people who are socially isolated, disadvantaged and vulnerable. As a not-for-profit organisation operating for 50 years, the focus of our work is strengthening local communities and creating connections. We have community centres in Maroubra, Glebe and Bondi Junction which provide community information and places for the community to meet and participate in a wide range of groups, classes and programs. We have engagement and capacity building projects targeting the Aboriginal and Torres Strait Islander communities and people who are socially isolated and we work directly to support and resource vulnerable families with children under 13 years. We provide specialised casework, safety planning and support for women and children who have experienced domestic and family violence. We also provide social support services for older people and their carers, addressing social isolation.

More details about our programs and services can be found at www.jnc.org.au

How we work together - Core Principles for the JNC staff team

Principle	Key behaviors
Professionalism and accountability	▪ We deliver quality client services and provide exceptional customer service. ▪ We account for our work, accept responsibility for our own performance and disclose results in a transparent manner. ▪ We take responsibility for our own actions and behaviors. ▪ We all comply with JNC's policies and procedures.-
Learning and growth	▪ We adapt to our changing environment, adopt new ways of doing business, and respond to challenges as opportunities. ▪ We take initiative in keeping our professional skills and knowledge up to date. ▪ We continually improve through innovation and creativity. ▪ We are proactive in our work and learn from our experiences. ▪ We each contribute to organisational sustainability.
Working together as one team	▪ We build trust with a focus on integrity. ▪ We create safe spaces to communicate, voice and hear opinions and ideas and commit to the final decision or outcome. ▪ We value and support each other, acknowledge individual strengths and celebrate individual achievements. ▪ We share information, knowledge and skills across the organization. ▪ We actively demonstrate our commitment to common team goals. ▪ We participate equally and cooperatively in partnerships.
Respect	▪ We enable a positive, inclusive and fair workplace. ▪ We are mindful of, and value, the diversity of our staff, clients and communities. ▪ We treat each other and our clients with dignity at all times.
Cultural inclusiveness	▪ We abide by the principles of Cultural Safety, developing and demonstrating awareness and acceptance of culture, identity and beliefs. ▪ We incorporate this awareness into workplace practices so that staff and clients feel safe, respected and valued. ▪ We accept mutual responsibility for sharing relevant knowledge, meaning and experiences to support our inclusive culture.

Working at the JNC

- The Junction Neighbourhood Centre is an equal opportunity employer
- Aboriginal and Torres Strait Islander people and people who speak languages other than English are encouraged to apply
- While each position has a regular location, staff may be required to work at any of our centres: Maroubra, Glebe and Bondi Junction, or, subject to meeting WHS requirements, may work at times from their own home
- Employment is subject to a satisfactory Police Check and a Working with Children clearance

- In the context of our Work Health and Safety policy and practices, all employees are required to carry out their duties in a manner that does not adversely affect their own health and safety and the health and safety of others, by reporting all incidents and injuries, following procedures and any measures introduced in the workplace to improve WHS
- Salary packaging is available for all permanent and fixed term contract positions
- Other above award conditions including special leave over Christmas New Year period, above award pay rates and access to Study Leave.

