

Northey Street City Farm

..... a place for learning about living sustainably in the city



PROMOTIONS COORDINATOR

POSITION DESCRIPTION

Title:	Promotions Coordinator
Award:	Northey Street City Farm (NSCF) Staff Agreement
Hours:	20 hours per week
Pay rate:	NSCF Enterprise Agreement Level 3, \$30.47 per hour, plus entitlements as defined in the NSCF Staff Agreement such as leave and superannuation
Contract type:	Permanent part-time
Responsible to:	Enterprise & Support Manager

Role

The Promotions Coordinator provides promotions and marketing support to all NSCF activities. The person should be an efficient, motivated and organised individual who communicates well and enjoys working with a diverse range of people. The role requires the ability to manage multiple tasks in a busy office environment and have high level skills in promotions and marketing.

Organisation

Established in 1994, NSCF is a not-for-profit community organisation for people of all ages and backgrounds to learn the principles of permaculture through hands-on experience. Join an enthusiastic, passionate group of people to work on one of Australia's largest city farms. NSCF is a permaculture demonstration site. Our education program caters for all ages with a variety of courses and activities. We also operate social enterprises including City Farm Nursery and Northey Street Organic Farmers Market. NSCF is a community hub that facilitates the development of social connections and new skills for volunteers and participants in a variety of programs.

Responsibilities

Promotions and Marketing

- Develop and implement NSCF promotional activities
- Develop NSCF promotional materials
- Ensure a promotional presence at a minimum of two internal and two external events per year
- Prepare media releases and produce content for external media
- Revise, maintain, and implement the NSCF Marketing Plan in collaboration with NSCF staff
- Improve and maintain the NSCF website (WordPress, Elementor) and social media presence
- Maintain and implement the NSCF Style Guide
- Contribute to, and provide promotional support for, NSCF's First Nations Collaboration Group

Administration

- Be a well-informed 'first point of call' for the public seeking information via social media about NSCF and its activities
- Ensure all electronic and hard filing is efficiently maintained and periodically archived. Ensure confidentiality and safe custody of files
- Attend meetings as required and contribute to NSCF's strategy and goals
- Contribute to other administrative tasks as required

Note: NSCF has a strong volunteer base, and volunteers will be available to assist the Promotions Coordinator.

Benefits

- Annual training budget of \$500
- Bonus leave between Christmas Day and New Year's Day (in addition to 4 weeks' annual leave)
- Opportunities to participate in NSCF courses and programs at reduced prices
- Opportunities for additional casual work in other Farm activities

- Free morning tea and lunch Tuesday-Thursday

SELECTION CRITERIA

Essential

1. Excellent written and oral communication skills
2. Intermediate-to-advanced skills and experience using Microsoft Office, graphics programs (e.g. Canva), Mailerlite, Wordpress, social media platforms (including Meta Business Suite) and Google Ads
3. Experience in preparing a variety of promotional materials/activities for a variety of audiences
4. Experience developing and maintaining social media profiles for an organisation
5. Ability to work effectively both independently and as part of a small team, and delegation skills

Desirable

6. Experience working in community/not-for-profit organisations
7. Possess a general understanding of permaculture or a willingness to learn
8. Experience or skills in artistic/creative endeavours - such as painting, signwriting, screen-printing
9. Experience writing press releases and working with media

Applications

Applications must briefly address the selection criteria under individual headings (maximum 100 words each; links/examples of previous work, where applicable, would be appreciated). **Applications that do not do this, will not be considered.** Please also include a CV with at least two referees.

For further information, please contact Simon Calcinai on enterprise.mgr@nscf.org.au.

- Applications are due by **4pm Thursday 1 October 2026**
- Proposed interview date is during the week of Monday 5 October
- Proposed start date is Tuesday 13 October (flexible)
- Please submit application electronically to: **enterprise.mgr@nscf.org.au**

Our Ethics: caring for Earth, caring for people, and fair share

Our Vision: a world of abundance, connection and harmony

Our Belief: by practicing permaculture, we can contribute to an environmentally, socially and economically just world

Our Purpose: to be an inspirational working model of a community-based urban permaculture farm, which promotes and educates for an ecologically and socially sustainable society

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