

MARKETING & COMMUNICATIONS COORDINATOR

POSITION PURPOSE & DETAILS

The Marketing & Communications Coordinator is a newly established role created to support the organisation's success in securing substantial investment over 3 years to expand programs for young people. Reporting directly to the Head of Strategy Impact and Advocacy, this role is designed to work collaboratively across the team to raise awareness of Blue Light Victoria (BLV), promote our programs for young people, and contribute to the strength of our support base.

Starting as the organisation works to treble its prevention and early intervention programs, the Marketing & Communications Coordinator will be front and centre of making BLV shine. Working across all our communication channels, this role is responsible for the tactical components of developing content for our website, social media and newsletters, promoting BLV, communicating impact to stakeholders, and building supporter engagement.

If you have a creative eye, enjoy building profile, telling stories and creating meaningful connection while being execution-focused position, this is a unique and rewarding opportunity to make your mark.

Employment Type: 2-year contract with possibility of extension.

Classification: Level 4 - [Social, Community, Home Care and Disability Services Industry Award 2010](#)

Hours of Work: up to 38 hours per week

Flexible Work: options are available for discussion

Reporting Line: to the Head of Strategy, Impact and Advocacy

Requirements: Valid Employee Victorian Working With Children Check & valid Driver's Licence

ORGANISATION PURPOSE

Blue Light Victoria (BLV) is a leading statewide youth charity committed to investing in the futures of young people. With a focus on early intervention and prevention we engage young people aged 10 – 21. What sets us apart is our unique partnerships with police and emergency services.

Our mission is to deliver evidence-based, trauma-informed prevention and early intervention programs that bring young people together with police, emergency services, schools, and communities to:

- strengthen belonging,
- build trusted relationships,
- improve wellbeing and
- create safer, stronger communities where every young person can realise their potential.

Founded in 1976 with drug- and alcohol-free youth discos, BLV has grown into a vibrant organisation delivering programs and initiatives to over 10,000 young people a year

Our values — Connection, Growth, Innovation, and Respect — guide everything we do.

We are committed to diversity, equity, inclusion, and child safety, ensuring young people feel supported, safe, and respected.

KEY RESPONSIBILITIES

Marketing and Communications including:

- Work with the CEO and Leadership Group to develop and implement the BLV's marketing and communications strategies and plans.
- Drive promotion, marketing and communication regarding BLV's programs, volunteer and investment opportunities and impact, particularly to key stakeholders such as Victoria Police and Emergency Services.
- Monitor and report on marketing and communications performance to inform continuous improvement.

Social Media and Digital Channels including:

- Take day-to-day operational ownership of BLV's social media executing dynamic content that builds engagement and drives web traffic and monitor result, collating performance data for campaign reporting.
- Draft copy for social posts, e-newsletters, stakeholder communications, and campaign landing pages in alignment with BLV brand guidelines.
- Maintain and update content on the BLV website, ensuring landing pages, school expressions of interest, and donor donation forms offer a seamless user experience.

Creative Content and Collateral Management including:

- Manage BLV's website, social media, email communications, and brand assets.
- Attend BLV programs across the state, as appropriate, to capture stories as well as writing and coordinating stories for print and television.
- Create content across written, visual, and digital channels for diverse audiences.
- Produce BLV designed promotional assets, social graphics, flyers, and digital resources.
- Maintain well-organised digital media asset libraries (photos, videos, branding assets) for internal team use.

Tactical Campaign Execution including:

- Execute promotional pathways, direct marketing, email broadcasts (via Mailchimp), and campaign collateral under the direction of the Head of Strategy, Impact and Insights.
- Working with the Head of School Engagement assist in developing and rolling out tailored marketing materials for school principals, teachers, and prospective funders to support booking and donation targets.
- Support Strategy Impact and Advocacy with digital donor appeals, database segmentation, and regular giving campaigns.

CRM and Data Management including:

- Maintain accurate CRM records relating to campaign engagement, email performance, and audience data as part of daily marketing tasks.
- Support data hygiene and flag inconsistencies to the Head of Strategy Impact and Advocacy

Other Duties as commensurate with the classification of this role as required.

KEY PERFORMANCE INDICATORS

- Develop and publish high-quality written and visual content that effectively tells BLV's story, showcases impact, engages stakeholders and brings the experiences of young people, volunteers, police and emergency services to life in line with the Marketing and Communications Strategy.
- Maintain a consistent and engaging presence across BLV's digital channels, including website, social media, eDMs and other relevant platforms achieving engagement and reach targets.
- Monitor and regularly report on digital performance and audience insights and use these to improve content, reach and engagement.
- Support the development and delivery of effective communications and marketing campaigns aligned with BLV's priorities and brand.
- Contribute to building a positive high performing work culture.
- KPIs will be agreed annually with the Head of Strategy, Insights and Impact and may be adjusted to reflect BLV's strategic priorities and organisational circumstances.

KEY SELECTION CRITERIA

Required Experience

- Relevant tertiary qualifications in marketing, communications or a related field
- Proven ability to implement and monitor impact of marketing communications strategies
- Previous hands-on experience in a broad marketing communications role including storytelling, social media, website management and content development
- Understanding of marketing in 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 and written communication skills with an eye for detail
- Demonstrated IT proficiency across a range of social media platforms, design applications, EDM applications and Microsoft Office
- Commitment to the values of BLV

Knowledge, Skills, and Actions

- **Values Alignment** Commitment to improving outcomes for young people.
- **Stakeholder Relationships** - Proven ability to identify and build relationships with new stakeholders while maintaining strong relationships with existing stakeholders.
- **Leadership** - Proven ability to bring people together to achieve individual, team, and organisation goals, with the ability to meet those people where they are and support their growth.
- **Organisation** - Proven organisational skills to enable achievement of targets and goals in an environment of competing priorities.
- **Language** - Proven ability in clearly and effectively communicating with people to enable your message to be understood by everyone, regardless of their level of knowledge in the area.
- **Marketing** - Proven ability to develop materials that promote an organisations mission and goals, preferably within the not-for-profit sector.
- **Initiative** – Self-directed. Proven ability to anticipate next steps, identify improvement opportunities, and be proactive, while remaining organised, responsive, and solutions focused.

Essential Requirements

- Ability to travel within Victoria with possible overnight stays as required
- Current driver's licence, Working with Children Check, Police Check (or willingness to obtain and maintain these as a condition of employment)

Blue Light Victoria is a child-safe organisation. We prioritise providing a safe place for all children and young people to learn and have fun. Therefore, we have strong recruitment procedures to make sure the safest and most suitable people work in our programs and provide ongoing supervision and support in all work with children and young people.

Taken from DFAT [Recruitment and Screening.pdf](#)