

Role Description:

Communications Support Officer

Reports to	Marketing and Communications Specialist
Employment Status	Full time, permanent
Working Hours	Standard business hours and additional time as required by the role

Role Purpose

You will be responsible for providing support in delivering communication, engagement and marketing tactics to audiences across Australia and Aotearoa New Zealand, working as part of the Marketing team and in close collaboration with the Operations team.

You will immerse yourself in the Orange Sky mission, brand and tone of voice to ensure all content and tactics are impactful, and tailored to our various audiences.

Role Responsibilities

You will develop close working relationships with internal and external stakeholders across Australia and Aotearoa New Zealand, that enable you to perform your role effectively. You will build positive, supportive relationships with volunteers, members of the Marketing and Operations teams, and more broadly across the organisation.

You are responsible for communications to the volunteer and friend audiences in support of our mission, vision and values, as well as supporting engagement with other audiences such as external service providers and remote communities.

Roles and responsibilities are as follows:

- Volunteer and Operations Communication
 - Assist in the delivery of regular operational communication to drive volunteer engagement through service updates, newsletters and

announcements, tailored to audiences across Australia and Aotearoa New Zealand to drive the full lifecycle experience for volunteers.

- Draft and support the deployment of reactive communication needs in times of risk, disaster or operational change.
 - Travel as required to capture content relevant to the delivery of operational audience marketing and experience goals.
 - Partner with volunteer leaders and internal teams to streamline localised content.
 - Maintain alignment across the organisational calendar to ensure communication timings support operational events, activities and moments in time.
- Campaign and Project Marketing Coordination
 - Draft, edit and review key messaging content for major projects, service launches, campaigns and operational roll outs.
 - Collaborate across Marketing and Operations teams to support key engagement moments (such as National Volunteer Week, Safety Month and Homelessness Week).
 - Provide project coordination and execution support for key campaigns and strategic initiatives.
 - Review marketing performance and recommendations through a data first approach ensuring continuous improvement.
 - System, Brand and Administrative Support
 - Manage and utilise communication platforms (such as Campaign Monitor) to maintain accurate data, best practice and to deliver reporting.
 - Assist with ongoing process reviews to optimise policies and ways of working.
 - Act as a brand champion, ensuring all content, creative and tactics strictly align with Orange Sky's mission, brand values and tone of voice.
 - Provide ad-hoc marketing and administrative support where required.

Key Skills and Experience

The applicant ideally has experience in a similar role within a fast-paced organisation, preferably within the not-for-profit sector with a large volunteer base.

Additionally, the ideal applicant has:

- 1-2+ years relevant experience in a communications or marketing equivalent role
- Exceptional communication and presentation skills, with strong attention to detail
- Ability to work both independently, and within a cross-functional team
- Experience using an email management platform such as Mailchimp or Campaign Monitor
- Experience using creative suite tools such as Canva highly regarded
- Experience with project management across platforms, such as Asana
- Proactive attitude, and a genuine passion for our cause