



## Communications and Marketing Coordinator Position Description

<b>Position</b>	Communications & Marketing Coordinator	<b>Reports to</b>	General Manager People Programs Projects
<b>Hours</b>	24 Hours per week Part Time	<b>Area</b>	Marketing and Communications
<b>Award</b>	Neighbourhood House and Adult Community Education Collective Agreement 2010	<b>Classification and Salary</b>	NHACE Agreement 2010 Level 5.3 \$35 per hour Paid above award Salary Packaging available
<b>Internal Liaison</b>	Chief Executive Officer, Management team, Marketing and Communications officer, Bridge staff, volunteers and Board of Management, contractors and Moon Rabbit café staff		
<b>Supervises</b>	Marketing and Communications interns		
<b>External Liaison</b>	DHS, DET, City of Darebin, Neighbourhood House Network, partnership organisations, other Learn Local and training organisations, local agencies, community groups, other funding agencies		

### Organisation Overview

Bridge Darebin is a vibrant, not-for-profit community organisation based in the Darebin LGA. A Social enterprise that incorporates a Neighbourhood House, a Learn Local organisation, low-waste training café and Occasional Care Centres. We value community ownership and management and provide our services free from discrimination. We are a registered charity and Public Benevolent Institution.

We are an economically and environmentally sustainable social enterprise NFP that provides social, educational and support programs to meet community needs. The organisation has five main areas of activity across multiple sites: adult education, children's services, community programs, venue hire and our socially responsible café, Moon Rabbit.

### Position objective

The primary focus of the Communications & Marketing Coordinator is to deliver consistent and creative briefs and meet objectives for all public-facing communications, including print, digital, and video assets for Bridge Darebin and all associated projects, programs and enterprises under the direction of the General Manager and in collaboration with all departments.

### Duties and Responsibilities

1. Respond with agility to new marketing and communications needs within the rapidly changing business environment
2. Conceptualise and execute on multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels
3. Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly
4. Present ideas and final deliverables to General Manager People, Projects and Programs

**Preston**  
T: 03 9484 5806  
218 High Street, Preston, VIC 3072, Australia

**Thornbury**  
T: 03 9480 0466  
131 Shaftesbury Parade, Thornbury, VIC 3071, Australia

[connect@bridgedarebin.org.au](mailto:connect@bridgedarebin.org.au)  
[www.bridgedarebin.org.au](http://www.bridgedarebin.org.au)

ABN 66 801 857 062

5. Maintain integrated communications through website, Facebook, Instagram, and other social media by creating accurate and relevant social media posts
6. Build the (online) profile of Bridge Darebin activities including but not limited to courses, events and projects
7. Ensure Bridge Darebin website and online enrolment platform is dynamic, accurate and represents the organisation and its activities positively
8. Work with Bridge Darebin Management team and relevant staff to produce and distribute all promotional publications and communications.
9. Oversee the creation and distribution of marketing templates and designs incorporating Bridge Darebin branding and content guidelines as required.
10. Support and mentor and comms and marketing internships that periodically take place.

### Key Selection Criteria

The person for this position will have demonstrated experience in:

1. Independently managing time, prioritising and planning work to meet set timelines in an environment of competing priorities.
2. Understanding of and commitment to working in a community organisation or relevant environment with an ability to relate to a wide range of people.
3. Ability to maintain complete confidentiality and use diplomacy and discretion with respect to all work activities.
4. Have a strong desire to work within the community sector and creatively capture the storytelling aspects of our work and people.
5. Excellent written and verbal communication skills and the ability to communicate and liaise effectively and sensitively at a high level with internal and external stakeholders.
6. Highly developed interpersonal negotiating and problem-solving skills
7. Proficient in Microsoft Office and social media channels as well as the ability to present information in varying formats
8. Website management experience
9. Demonstrated ability to work collaboratively and consultatively as a team member, especially with volunteers from a varied membership base
10. Ability to liaise effectively and productively with partner organisations and sponsors
11. Highly organised and demonstrated ability to manage multiple projects and tasks at one time, within a fluctuating workload, change priorities as the need arises and work under pressure

### Qualifications

Essential Skills/ Experience

- Qualifications in marketing, business, or equivalent work experience
- Excellent written and verbal communication skills
- Proven experience developing marketing plans and campaigns
- Strong project management, multitasking, and decision-making skills

- Metrics-driven marketing mind with eye for creativity
- Experience with marketing automation and CRM tools
- Proficiency with online marketing and social media strategy
- Proven experience designing interactive applications and networking platforms
- Willingness and ability to travel
- Ability to develop media contacts

Appointment is subject to

- Current Working with Children's Check
- Current Victorian Police Check

#### **Important notes**

Maintain confidentiality of clients, staff & office operations and support staff & students with any identified needs.

Promote the objectives of Bridge Darebin as stated in the constitution.

All staff should have a basic understanding of Occupational Health and Safety requirements and must ensure that their work practices reflect this.

Victoria has introduced compulsory minimum standards that will apply to Bridge Darebin from 1/1/2016 to help protect children from all forms of abuse. The child safe standards form part of the Victorian Government's response to the Betrayal of Trust Inquiry. Bridge Darebin has a commitment to child safety and zero tolerance of child abuse.