

Position:	Marketing and Communications Coordinator
Hours of Work:	20 hours per week
Contract period:	Ongoing
Responsible to:	Chief Executive Officer

Benefits:

- Great opportunity to contribute to the national peak body for volunteering
- Develop and implement innovative and effective multi-channel communications
- Family friendly workplace and flexible hours

Overview of Organisation:

Volunteering Australia (VA) is the National peak body for volunteering working to advance volunteering in the Australian community. Our mission is to lead, strengthen, promote and celebrate volunteering in Australia.

Overview of the Position:

The Marketing and Communications Coordinator will develop, organise and distribute all internal and external communications for Volunteering Australia, including the development and delivery of appropriate multi-channel marketing/communications to enhance volunteering and VA's reputation.

Duties:

- Implement the Marketing and Communications plan for VA in line with VA's strategic priorities.
- Create content and manage all of VA's online assets including the website and social media platforms.
- Develop and implement marketing campaigns to align and promote national initiatives including: International Volunteer Day, International Volunteer Managers Day and National Student Volunteer Week.
- Manage the implementation of National Volunteer Week.
- Manage all internal and external communications including the regular distribution of an e-newsletter.
- Lead the National Marketing and Communications Network, effectively communicating key messages of State and Territory peak bodies to key stakeholders.
- Create media releases and manage all contact with the media.
- Actively promote and expand VA's membership base.

- Maintain and grow VA's stakeholder database.
- Evaluate the marketing and communications reach of VA.
- Engage and manage skilled volunteer(s) to support this position.
- With assistance, undertake event management as necessary.
- Other relevant duties as required.

Selection Criteria Essential:

1. Demonstrated high level wordsmithing skills and experience, including the ability to plan, write and edit a wide variety of items;
2. Demonstrated experience in managing social media profiles;
3. High level organisational and project management skills;
4. Experience in media management;
5. High level IT skills, including Microsoft Office (Word, Excel, PowerPoint and Outlook), CRM systems and Website Content Management.

Selection Criteria Desirable:

- Good design and layout skills with proficiency in producing artwork

Applications should include

- a brief covering letter,
- statements addressing all the selection criteria,
- a copy of your resume, and
- the names and contact details of two work related referees

Email applications to Adrienne Picone, ceo@volunteeringaustralia.org no later than 9.00am on Monday 18 February 2019.