

Position Description



Position Title:	Communications Coordinator
Location:	Malvern
Department	Corporate
Reporting To:	Marketing and Communications Lead
Main Purpose of Position:	<p>The Communications Coordinator is responsible for the delivery of communications and media activities for Very Special Kids.</p> <p>A major responsibility of the role is to plan and coordinate communications content and generate traditional and social media coverage for fundraising initiatives and the services provided to families by Very Special Kids. This role also includes production of online communication materials, such as website content and electronic newsletters.</p>
Number of Direct Reports	Nil
Decision Making Authority	As per Very Special Kids' Delegation of Authority
Key Relationships	<p>Internal</p> <ul style="list-style-type: none"> • Marketing and Communications Lead • General Manager – Fundraising and Communications • Fundraising Team • Family Services Team <p>External</p> <ul style="list-style-type: none"> • Media and journalists • Corporate partners and community fundraisers • Communications suppliers and service providers • Families supported by Very Special Kids • Volunteers
Key Selection Criteria	<p>Qualifications/ Education Training and Work Experience</p> <ul style="list-style-type: none"> • Previous professional experience in a public relations or communications role • Tertiary qualification in public relations, communications or marketing • Prior experience in the not-for-profit or health sector is desirable, but not essential <p>Knowledge and Skills</p> <ul style="list-style-type: none"> • Proficient in planning and integrating communications activities across: <ul style="list-style-type: none"> ○ Social media platforms ie. Facebook, Instagram, Twitter, LinkedIn and YouTube. ○ Media coverage; including a demonstrated ability to generate through an existing list of media contacts

	<ul style="list-style-type: none"> ○ Websites; including content management, particularly WordPress • Experience with using electronic newsletter programs, such as Campaign Monitor or Mail Chimp • Experience in integrated digital advertising and campaigns will be highly regarded • Experience in Google Analytics, Ad Words, Facebook Ads and Business Manager is desirable, but not essential • Demonstrated ability to write and edit copy to a high standard, displaying an excellent grasp of language, spelling and grammar • Ability to manage multiple tasks and competing priorities • Ability to work both autonomously and as part of a team <p>Personal Attributes</p> <ul style="list-style-type: none"> • Strong interpersonal skills to motivate others • An active team player, contributing to the wider fundraising and communication activities of the organisation • Personable and able to quickly form good relationships with a diversity of personality types • Compassionate and socially-minded, respecting the purpose and vision of Very Special Kids and the challenges associated with working within the not-for-profit sector.
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Key Areas of Responsibility

Planning and Relationships

Key Performance Indicators

Work with the Fundraising Team to develop overarching Communication Plans for each major event – Piggy Bank Appeal, 24 Hour Treadmill Challenge, Annual Fair, Autumn Classic and other events.	Communications Plan developed for each major event
Proactively support the Marketing and Communications Lead and develop strong working relationships to deliver communications activities that support organisational goals.	Proactively offer support and provide assistance when requested
Build relationships and coordinate activities with media partners Channel Seven and 3AW, communications suppliers such as media monitoring, designers, printers and online suppliers.	Support all partner relationships to deliver activities in a professional manner

Media relations and publicity

Key Performance Indicators

Develop and implement a quarterly media relations plan to generate publicity through traditional media outlets - newspapers, radio and television, as well as nontraditional channels	Quarterly plan completed and shared with internal stakeholders
Maximise the success of Fundraising events and appeals by generating media coverage to promote the initiatives	Targets met against individual Communications plan for each event
Support the delivery of at least 12 media items per quarter outside of major Appeals, with a focus on the services provided to families.	As a team achieve at least 12 items per quarter
Organise media events, including photo shoots and interviews, liaising with journalists, photographers and families to ensure positive outcomes	Demonstrated ongoing relationships

Evaluate and report on media coverage monthly. Prepare partner reports after the Piggy Bank Appeal.	Monthly reports completed and agreed targets met.
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Social media

Key Performance Indicators

Develop and implement a quarterly content plan for social media, across Facebook, Instagram, Twitter and LinkedIn	Monthly plan completed and executed
Coordinate internal and external stakeholders to source stories, content and images	Relationships built and content procured
Manage the posting of each piece of content, including the scheduling of future posts	Posts delivered against monthly plan
Evaluate and report on social media activity by comparing statistical analysis and communicating key shares and responses	Monthly report completed and agreed targets met. Facebook average reach 10,000 per month.

Online communications

Key Performance Indicators

Put together scheduled electronic newsletters, including EDMs for families, volunteers, staff and supporters	Deadlines met and shared with internal stakeholders
Support the Fundraising Team to implement activities for appeals and events	Relationships built and activities delivered
Coordinate the production of content and images for websites - vsk.org.au and vsktreadmill.org.au	Websites continually updated with current event information
Regularly refresh the News content and update the Events Calendar on www.vsk.org.au	Monthly audit to ensure all events are listed on website and coordinate quarterly audit on all website content with wider team

Teamwork and event support

Key Performance Indicators

Provide support to the Fundraising Team's efforts to deliver events. This may include assisting with ad-hoc administrative duties and attending events outside of normal working hours	Successful completion of duties as requested
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OHS

Key Performance Indicators

Comply with OHS policies and procedures including safe operating procedures, wearing any personal protective equipment indicated, use other safety & emergency equipment provided as directed, assist with the preparation of risk assessments as requested, report any hazards, near misses, incidents or injuries sustained in the workplace to your Manager as soon as possible. In addition attend mandated OHS training as required and keep your immediate workplace clean, tidy and free of trip hazards.	100% attendance/completion of OHS mandated training.
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Patient Safety and Quality**Key Performance Indicators**

Be familiar with the patient safety and quality requirements of the National Safety and Quality and Health Service Standards as they apply to Very Special Kids. These requirements are to be included as agenda items in relevant meetings and you must fulfil all necessary planning and training obligations as appropriate to your role, or those of any direct reports.	Participation in patient safety and quality improvement activities. 100% completion of mandated training.
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Conditions of Service	
Hours	Full time working hours are 75 hours per fortnight. Position may require out of hours work, as some fundraising events are on weekends
Other	Current driver's licence
Salary Package	Competitive salary, plus superannuation and salary packaging.
Tenure	Permanent position after completion of six months probationary period.
General	Employment with Very Special Kids will be subject to a satisfactory Police Check and a Working with Children Check.

Privacy Statement: Personal Information may be collected and stored for the purpose of recruitment and selection. The information will only be used and disclosed for the primary purpose of its collection. Some exceptions exist. These may be obtained from the Privacy Officer.

Approvals	
Created by:	Lucy Saarelaht, Marketing and Communications Lead
Approved by:	Rebecca Cowan, Fundraising and Marketing General Manager
Date of Last update:	Friday 7 June 2019