

## POSITION DESCRIPTION

### Marketing Coordinator

<b>Program:</b>	Communication and Advocacy
<b>Reports to:</b>	Communication and Advocacy Manager
<b>Supervises:</b>	Volunteers
<b>Date of Last Review:</b>	January 2023
<b>Classification:</b>	Social and Community Employee Level 5 Sacred Heart Mission Enterprise Agreement 2018
<b>Victorian Portable Long Service Benefits Scheme</b>	This role has been deemed eligible to participate in Scheme

#### PROGRAM INFORMATION

Sacred Heart Mission (SHM) is made up of four Divisions, Client Services, People and Strategy, Business Development and Business Services. The Communication and Advocacy team operates within the Business Development Division and is responsible for the development and delivery of the organisation's communication and brand strategy and plan, as developed through the 'Our Story Strategy' and Policy and Advocacy Strategy.

The Communication and Advocacy team manages all internal and external communications including: media interest, the website, social media and all corporate publications such as the staff bulletin, newsletters, annual report and service delivery published collateral. The Communication and Advocacy team is responsible for maintaining the integrity of Sacred Heart Mission's visual brand.

The team also holds responsibility for ensuring the organisation advocates on issues identified as relevant by the organisation in our Policy and Advocacy Strategy. This includes the development of communication strategies and plans around the policy positions of the organisation to all relevant stakeholders through appropriately planned mediums.

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## PURPOSE OF THE POSITION

The Marketing Coordinator is responsible for designing and coordinating the delivery of the marketing and communication plan for the Op Shops, which includes assisting with all marketing and communication needs associated with the fundraising and op shop activities, including close collaboration with Sacred Heart Mission's online op shop, and ensuring that any marketing and communication for op shops and fundraising is done in consultation with the Communication and Advocacy team. The purpose of the position is:

- To raise the op shop and fundraising profiles, and wherever possible, integrate their campaigns and events in a way that leads to increased income and donations for SHM.
- To work with the Digital Specialist to manage, attract and engage with a strong network of supporters via social media, EDMs and other communication channels.
- To ensure all fundraising and op shops' marketing and communication is always timely, consistent and aligned with SHM's brand and image and conveyed positively in all communications with external stakeholders.

## KEY RESPONSIBILITIES

Accountability	Major Activities
<b>Communications and Marketing</b>	<ul style="list-style-type: none"><li>▪ Work with the Social Enterprise and Fundraising Managers to populate and coordinate any marketing and communication plans</li><li>▪ Develop strategies to engage with and grow the Mission's supporter base</li><li>▪ Work closely and to clear timelines with SHM's design partner to assist in the briefing, design and coordination of marketing strategies, infographics, video content and creative concepts</li><li>▪ Engage internally with SHM departments to collect and create content to be used in campaigns</li><li>▪ Ensure all Fundraising and Social Enterprise marketing and communications activities are conducted in accordance to SHM policies, brand identity, codes of practice, codes of conduct and relevant legislation</li><li>▪ To undertake other communication tasks as assigned by the Communication and Advocacy Manager, including actively engaging with industry, community and national campaigns (e.g. Volunteer Week, Recycling Week), special events, unique flyers, and other potential promotional tools.</li></ul>

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<b>Management</b>	<ul style="list-style-type: none"> <li>▪ Attend SHM wide, Fundraising and Op Shop meetings as required</li> <li>▪ Support the Online Store Coordinator in the management of the online store as required</li> <li>▪ Work collaboratively with Op Shop and Fundraising Coordinators as required.</li> <li>▪ Prepare internal reports against KPI delivery as required</li> <li>▪ Contribute to a workplace environment that supports staff, volunteers, develops teamwork and ensures the provision of quality and innovative service for op shop/fundraising customers, donors and supporters.</li> </ul>
<b>Social Media Management</b>	<ul style="list-style-type: none"> <li>▪ In consultation with SHM's Digital Specialist, proactively manage the op shops and fundraising content across SHM's social media accounts</li> <li>▪ Assist in the development and implementation of tailored and web marketing solutions and online advertising campaigns to support fundraising and op shops' events and activities</li> <li>▪ Identify and leverage trends on social media to benefit and increase op shop and fundraising engagement</li> <li>▪ Ensure proactive and timely responses are provided to op shop stakeholders' social media comments and questions</li> <li>▪ Assist the Digital Specialist in the coordination of the social media activity calendar, as it relates to fundraising, op shops and the online shop.</li> </ul>
<b>Events and Projects</b>	<ul style="list-style-type: none"> <li>▪ To oversee the development and implementation of op shop specific events</li> <li>▪ In collaboration with the Digital Specialist, support fundraising in the creation and content delivery of campaigns</li> <li>▪ In consultation with the Social Enterprise Manager, develop and coordinate op shop sales and promotional events</li> <li>▪ In consultation with Fundraising and Social Enterprise Managers, and the Communication and Advocacy Manager, develop strategies for engaging op shop supporters in SHM campaigns.</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>▪ Monitor media for issues of importance to the op shops and the Mission</li> <li>▪ In consultation with the Communications &amp; Advocacy Manager, coordinate inbound media inquiries and seek out media opportunities related to the op shops and fundraising</li> </ul>

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	<ul style="list-style-type: none"> <li>Work with the Communication &amp; Advocacy team on sharing positive media stories about the op shops, fundraising activities and the Mission.</li> </ul>
<b>Brand Management</b>	<ul style="list-style-type: none"> <li>Ensure that the Mission brand and name is used in a positive manner in all media promotions and publications conducted or produced by the op shops and fundraising</li> <li>To develop and implement strategic approaches designed to grow, build and develop opportunities to promote the SHM brand</li> <li>Monitor and manage (where possible) other's use of the Mission's brand in relation to the op shops or fundraising activities.</li> </ul>
<b>Relationship Management</b>	<ul style="list-style-type: none"> <li>Ensure positive relationships are maintained with all stakeholders</li> <li>In consultation with the Digital Specialist, manage, maintain and update the Mission's website in relation to the op shops and fundraising</li> <li>As a part of the Communication and Advocacy Team, contribute to all team efforts as required.</li> </ul>
<b>Advocacy</b>	<ul style="list-style-type: none"> <li>In consultation with the Communication and Advocacy Manager, and in line with SHM's Advocacy Strategy, support the delivery of overarching and annual advocacy communications.</li> </ul>
<b>Professional Development</b>	<ul style="list-style-type: none"> <li>Attend and participate in regular supervision sessions</li> <li>Undertake all mandatory and core training in a timely manner</li> <li>Participate in annual professional development and review (PDR) process and take responsibility for own training and development plan in collaboration with direct supervisor.</li> </ul>
<b>Health &amp; Safety</b>	SHM staff are responsible for taking reasonable care of their own health and safety and others in the workplace and are required to comply with relevant policies, procedures, and instructions
<b>RISK</b>	All SHM staff are responsible for considering, identifying and addressing risk in accordance with the responsibilities of their position.
<b>CQI (Continuous Quality Improvement)</b>	All SHM staff are encouraged to identify quality improvement opportunities and are responsible for implementing and monitoring CQI initiatives in accordance with the responsibilities of their position.
<b>TIC (Trauma Informed Care)</b>	All SHM staff are responsible for engaging in learning and development to integrate their understanding of and responsiveness to the impact of trauma within their work.

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## MANDATORY REQUIREMENTS

- A current Criminal Records Check
- Valid driver's license to drive in Australia
- Current COVID-19 vaccination certificate or equivalent

## QUALIFICATIONS

- Diploma qualification in marketing/communication or similar or equivalent knowledge and experience

## KEY SELECTION CRITERIA

- Highly competent computer skills and experience with Adobe InDesign software
- Proven experience in social media and/or public relations
- Excellent interpersonal, verbal and written communication skills including relationship development skills
- Demonstrated experience in developing stakeholder networks
- The ability to prepare high-quality information for a range of audiences using a range of channels
- Excellent organisational and project management skills, including managing to budget
- Excellent attention to detail
- Ability to participate collaboratively and constructively within teams of peers, staff and other stakeholders, as well as initiative and effective personal judgement when working alone
- Strong alignment with the values of Sacred Heart Mission

## VISION, MISSION AND VALUES

Our vision is of an inclusive, fair, and compassionate community, which enables people to overcome disadvantage and realise their full potential. Our mission is to build people's capacity to participate more fully in community life, by addressing the underlying causes of deep, persistent disadvantage and social exclusion. Our Values are

- **Welcome** – we welcome and actively engage people in order to build relationships based on respect and trust.
- **Community** - we enable people to feel supported by and connected to the broader community.
- **Challenge** - we challenge the unjust social and economic structures that cause disadvantage, social exclusion, and homelessness.
- **Accountability** - we measure the impact of our work so that we can develop the evidence to address deep, persistent disadvantage and social exclusion.

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- **Innovation** - we ensure that our services remain contemporary, creative, responsive, and effective.

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