

## COMMUNICATIONS AND MARKETING CO-ORDINATOR

<p><b>About Ardoch</b></p>	<p><i>Ardoch is a children's education charity focused on improving educational outcomes for children and young people in disadvantaged communities.</i></p> <p><b>Our mission</b> is to increase engagement in education, build aspirations and enhance learning outcomes for children in disadvantaged communities by:</p> <ul style="list-style-type: none"> <li>★ Mobilising volunteers and connecting partners* to build the capacity of schools and early years services in these communities; and</li> <li>★ Advocating for, and influencing policy change to reduce inequity in education</li> </ul> <p>We rely on the support of the community to raise more than \$2 million each year. More than 93 percent of our revenue comes from fundraising efforts.</p> <p>Ardoch's volunteer programs are Award winning and Ardoch was named a 2017 Victorian Finalist (Charity Category) in the Telstra Business Awards.</p> <p>More information can be found on our website <a href="https://www.ardoch.org.au">https://www.ardoch.org.au</a></p>
<p><b>Vision</b></p>	<p>Every child's and young person's potential is realised through full participation in education</p>
<p><b>Values</b></p>	<ul style="list-style-type: none"> <li>★ Community - we bring people together</li> <li>★ Commitment - we seek long term solutions</li> <li>★ Collaboration - we partner for maximum impact</li> <li>★ Respect - we listen and we care</li> <li>★ Accountability - we are open, honest and responsible</li> </ul>
<p><b>Position Title</b></p>	<p>Communications and Marketing Co-ordinator</p>
<p><b>Organisational Unit</b></p>	<p>Fundraising and Engagement Team</p>
<p><b>Tenure and Hours</b></p>	<p>Full Time (37.5 hours per week)</p> <p><i>Please note: some out of hours attendance at events will be required</i></p>
<p><b>Key Functions</b></p>	<ul style="list-style-type: none"> <li>★ Supporting the successful delivery of our Marketing and Communications Strategy</li> <li>★ Communications and marketing, including brand management, design, content development, publications, online and social media</li> <li>★ Marketing and communications support for fundraising initiatives and partnerships</li> <li>★ Volunteer mobilisation and support</li> </ul>
<p><b>Location</b></p>	<p>Level 4 / 85 Queen Street, Melbourne VIC 3205</p>
<p><b>Reports to</b></p>	<p>National Fundraising and Engagement Manager <i>(NB: The role also has significant direct engagement with CEO and National Programs Manager)</i></p>

<b>Direct Reports</b>	Volunteers
<b>Key Stakeholders</b>	<p>Ardoch staff – especially CEO, fundraising colleagues in team and program coordinators in the Programs Team.</p> <p>Volunteers, potential volunteers and ambassadors; media; suppliers; partner early years services and schools; government; community organisations; philanthropic, corporate, community and individual supporters.</p>
<b>Performance Measurement</b>	A detailed annual work plan will be developed in line with the Position Description and Ardoch' Annual Operational Plan to measure performance

**Position Responsibilities**

***The perfect opportunity for a passionate marketing and communications co-ordinator to make their mark and make a difference for children and young people in disadvantaged communities.***

**Responsibilities include:**

**Content Development**

- ★ Managing all key communications and collateral to ensure they are of a high standard, have consistent key messages and meet audience needs – both for those developed internally and directly, or by third parties. Examples include newsletters (hardcopy and electronic), bi-yearly direct marketing campaigns, annual report, publications and other collateral, social media, website content and videos.
- ★ Manage the content, production and distribution of newsletters (both hard copy and electronic) and where appropriate manage third-party providers or design agencies to produce relevant content and publications.
- ★ Content development and story-telling to demonstrate the impact of Ardoch's programs and engage with our community of supporters, including management of the Ardoch image bank and photography policy;
- ★ Overseeing and managing the Tax and End of Year Fundraising Appeals;
- ★ Creating collateral and providing other marketing and communications support for Ardoch events and fundraising activities; and
- ★ Managing relationships and working with external suppliers and key internal staff in the development and sourcing of Ardoch collateral, ensuring supply and distribution.

**Online and Media Liaison**

- ★ Responsible for developing, managing and executing Ardoch's web and social media strategy, including:
  - Ensuring timely and relevant content management of the Ardoch website, social media and video content;
  - Identifying and implementing social media marketing techniques to increase and retain engagement, visibility and traffic;
  - Providing and coordinating live social media support at Ardoch events; and
  - Contributing to the development and implementation of online fundraising campaigns and appeals, including creating eDMs and supporting content management on third party fundraising platforms.
- ★ With the support of the CEO and National Fundraising & Engagement Manager, engage with media and relevant industry publications including writing and distributing media releases and co-ordinate media interviews, photo shoots and coverage;
- ★ Support the planning and co-ordination of PR/media support for Ardoch events;

**Planning and Reporting**

- ★ Work closely with the National Fundraising & Engagement Manager to develop and implement Ardoch's annual fundraising, engagement, communications and marketing strategy and plan;
- ★ Manage the execution of components related to Communications and Marketing.
- ★ Monitoring and reporting on communications and marketing statistics, campaigns and program effectiveness through analytics reports.

### **Brand Management**

- ★ Ensuring consistency of Ardoch's positioning, key messages, branding and style guidelines across all internal and external communications;
- ★ Managing design and development of Ardoch marketing collateral across the fundraising and engagement and programs teams.

### **Volunteer mobilisation and support**

- ★ With the support of the National Fundraising & Engagement Manager engage, train and manage volunteers to support the communications and marketing function.

### **Other Duties as negotiated**

## **Key Selection Criteria**

Ardoch's selection process considers applicants' capabilities, behaviours and skills in order to assess suitability for the role.

Ardoch's Leadership Capability Framework is designed to support Ardoch to achieve its 2025 Strategy by identifying the capabilities needed to replicate, scale, grow and have impact. The Framework directly supports and reinforces Ardoch values. Ardoch recognises that to be successful in our mission-focused environment, it is essential for all staff to develop and display leadership skills within the context of their role and sphere of influence.

The Framework contains eight (8) key *capabilities and behaviours* that are expected to be demonstrated at all levels across all roles. These are:

1. **Stakeholder Centricity** – We proactively seek to understand the needs and goals of all our stakeholders and look for mutually beneficial solutions.
2. **Collaboration** – We actively seek the opinions of others to collect diverse perspectives and capitalise on our collective strengths.
3. **Project Leadership** – We set ourselves up for success by ensuring we execute in a planned and structured manner.
4. **Business Acumen** – We look for opportunities to maximise the benefits of every dollar spent.
5. **Drive for Results** – We stay focused and remain accountable for following through on our commitments.
6. **Curiosity** – We constantly look for improvements, in all that we do, and challenge the status quo.
7. **Strategic Thinking** – We take the time to ensure our decisions, big and small, support our goals.
8. **Resilience** – We individually and collectively create a working environment that allows us to work through challenges.

In addition, this position requires the applicant to demonstrate the following *skills and experience*:

### **Essential:**

- ★ Tertiary qualifications in communications, marketing and/or journalism
- ★ Commitment to, understanding of and passion for the vision and work of Ardoch
- ★ Excellent writing, editing, proof-reading and design skills, including content generation and attention to detail
- ★ Excellent computer skills including proficiency in Adobe Creative Suite and Microsoft Office
- ★ Demonstrated creativity in the generation of ideas and approaches
- ★ Demonstrated understanding of online marketing, social media and website content management
- ★ Understanding of the direct link between marketing and communications and achievement of fundraising goals

- ★ Demonstrated ability to strategically manage relationships with a diverse range of internal and external stakeholders at various levels
- ★ Outstanding project management and time management skills, with the ability to manage multiple competing priorities and timelines
- ★ Strong written and verbal communication skills.
- ★ Demonstrated ability to work independently and collaboratively with colleagues across the organisation

**Desirable:**

- ★ Experience in, or exposure to, the not-for-profit sector, obtained through either paid work or volunteering
- ★ Experience in media liaison
- ★ Experience in direct marketing
- ★ Experience using contact management databases

**Terms and Conditions of the Employment:**

- ★ Uphold Ardoch' Vision, Purpose and Values
- ★ Compliance with Ardoch's Code of Conduct, policies and procedures
- ★ Work to support the enhancement of Ardoch' profile through excellence in program development, communication and service provision
- ★ Attend and participate in regular supervision, relevant training in line with Learning and Development plan, and Ardoch meetings and functions as required
- ★ Undertake all reasonable tasks directed by the CEO and line manager
- ★ Please note disclosure of any pre-existing illness or injury which could reasonably be foreseen to be affected by the work duties described is a requirement. According to Accident Compensation Act, failure to disclose will result in compensation not being paid for that condition.

**Benefits of Working for Ardoch**

- ★ Working with tight-knit and passionate team in a positive, inclusive environment to make a difference in our community to support the learning and wellbeing of disadvantaged children and young people.
- ★ Salary packaging is available in line with current legislation - Advantage Salary Packaging manages Ardoch employees' salary packaging
- ★ Flexible working arrangements policy, with variations subject to agreement by manager and CEO and considered on the basis of operational requirements
- ★ Five days of designated gifted leave over the course of the year and a day off for your birthday.
- ★ Ardoch has a strong commitment to staff learning and development

**Employment Prerequisites**

- ★ Ardoch seeks to prevent the risk of exposing children and young people to inappropriate persons and takes all reasonable steps to facilitate and maintain a safe environment for children and all participants in our service.
- ★ Successful Working With Children Check and Criminal History Check are required.
- ★ All employees are responsible for obtaining a Working with Children Check and maintaining its validity

**For further information** please contact Amy Coote, National Fundraising and Engagement Manager, on 03 9537 2414

To apply, please send:

1. A cover letter including a detailed response to the **Leadership Capability Framework and Key Selection Criteria\*** (Max 3 pages)
2. Your current resume along with three references.

Email: [recruitment@ardoch.org.au](mailto:recruitment@ardoch.org.au), using the subject line: **Communications and Marketing Co-ordinator**

**Applications close: 5pm Thursday 7<sup>th</sup> February**

*\*Applications that do not address the Leadership Capability and Key Selection Criteria will not be considered*

*Ardoch is a Child Safe Organisation and an Equal Opportunity Employer*