

Marketing and Communications Officer



- Adelaide office location with flexibility to work some days from home
- Access to full salary packaging tax-free benefits
- Additional leave over Xmas office closure
- Salary \$97,000

ABOUT US

Volunteering SA&NT is a not-for-profit organisation, the peak body for volunteering and a volunteer support service, leading the sector in South Australia and the Northern Territory. Since 1982 we have worked with individuals, organisations, businesses and communities to support, grow and celebrate volunteering.

ABOUT THE OPPORTUNITY

An exciting opportunity now exists to take a key role in building our profile as our **Marketing and Communications Officer** based in Adelaide (with option to work some days from home).

This full-time role will focus on planning, developing and delivering effective communications of Volunteering SA&NT's services and resources, and increase our brand awareness in the community. The duties will include:

- Ensure accurate and timely communications using consistent brand messaging
- Website, social media, e-newsletters, mainstream media channels etc, monitored and maintained for optimum effectiveness
- Develop and grow effective relationships with all key stakeholders as VSA&NT's representative on key committees
- Coordinate internal communications activities, policies and procedures.

This key role will report to the Manager, Policy and Research Projects.

To succeed in this role you will need:

- Relevant qualification or equivalent experience in media/communications/similar
- Proficient in using and managing digital communication platforms including websites, social media
- Successful track record in developing and driving communications processes
- Experience in developing digital communications and messaging content
- Excellent networking/relationship management skills
- Experience of brand promotions and marketing skills
- Ability to work with others to explore new angles and engagement ideas
- Experience of the not-for-profit or community sector
- A current National Police Check (or be willing to obtain one)
- The right to work in Australia.

The job will be full time, with hours to be worked between 9.00am and 5.00pm Monday to Friday.

To apply, please refer to the **Position Description** on our below and send your CV and a Covering Letter addressing your experience against the above criteria to applications@vsant.org.au by 9:00am Monday 9 December 2024. Only shortlisted candidates will be contacted. Any enquiries please contact Olympia at 08 8225 9317.

VSA&NT is an equal opportunity employer who is committed to creating a workplace where everyone is included, treated fairly and with respect. We encourage applications from all people. We aim to make our recruitment processes accessible, and welcome enquiries and feedback regarding the accessibility of our processes.

MARKETING & COMMUNICATIONS OFFICER

Award coverage/ classification	Social, Community, Home Care and Disability Services Industry Award 2010 Social and Community Services Stream - Level 5
Location/team	Adelaide – Policy Research & Advocacy
Hours of work	Full time - 76 hours per fortnight
Status of role	Ongoing

Position summary

The **Marketing and Communications Officer** creates, coordinates, schedules and delivers effective, timely, high-quality communications and resource materials of Volunteering SA&NT's services to enhance VSA&NT's reputation and branding through implementation of effective communication strategies. This role builds VSA&NT brand awareness that contributes to growth of membership enquiries, website traffic, accessing resources, learning & development offerings.

Key performance areas

Responsibilities / Accountabilities

Services

COMMUNICATIONS, STRATEGY & PLANNING

Under general direction from senior employees, this role will:

- Work across projects and program areas to develop compelling content for social media, newsletters, and publications, ensuring alignment with VSA&NT's work, strategic and business plans
- Develop effective messaging on strategic issues and initiatives
- Develop content and distribute e-bulletins and digital updates to the sector
- Lead and coordinate the development of collaborative organisational communication strategies, plans, resources and templates, and brand and style guidelines across project and program areas
- Develop strategies for management of existing and new communication/media channels
- Assist and support the CEO with key communications

SOCIAL MEDIA

- Research and develop relevant and accurate content for social media channels and member/stakeholder communications
- Schedule social media posts
- Develop content and distribute V-News to the sector

REPRESENTATION

- Represent VSA&NT by attending relevant meetings, forums, seminars and expos as directed
- Represent VSA&NT on the National Marcomms group, and National Volunteer Management Activity Marcomms Subcommittee and others as required

MEDIA RELATIONSHIPS

- General awareness of media sector

RESOURCE DEVELOPMENT

- Lead the proactive maintenance and development of the VSA&NT website and ensure that information and resources are updated regularly
- Research, design and develop resources across organisation project and program areas for use by volunteers, volunteer managers and partner organisations based on need, sound evidence and best practice
- Lead high-level content development for the Year in Review, event communications, and other flagship events
- Produce videos, photos, and podcasts raising the profile of volunteering, the volunteering peak body role of VSA&NT and program and project areas
- Design and develop fact sheets and other information based on current issues and trends
- Develop fee for service resources for member organisations as required

MARKETING

- Expanding awareness of VSA&NT Volunteer Peak Body role in the sector
- Marketing and Communications strategy – whole of business
- Develop and implement social media campaigns – Linked In, Facebook, Instagram
- Overseeing marketing content
- Managing VSA&NT Brand and brand guidelines

WEBSITE

- Research and develop relevant and accurate content for website
- Maintain currency of website material

Relationships

Cooperative, professional and positive relationships developed and maintained with all stakeholders

Supervise workflow and support volunteer team members effectively and efficiently in their duties

Develop and maintain effective relationships with employees, volunteers and contribute to and support a positive workplace culture

Collaborative and respectful participation in relevant workforce activities

Authorities / Accountabilities

Financial

As per Delegations of Authority policy

Reporting / Working relationships

Position reports to

Manager Policy & Research Projects

Direct reports

Nil Employees

Internal relationships

Policy Research & Advocacy Team

Standard conditions

The Incumbent must observe all lawful intentions & instructions and abide by VSA&NT Policies & Procedures.

Positions may be required to complete a Declaration of their appropriateness to work, including eligibility to work in Australia. Additional screening checks may apply as required by program funding contracts.

Additional hours may be required, as negotiated with and approved by the CEO or delegate.

Regional and inter-state travel may be required.

Current driver's licence and use of own vehicle, if required and approved (mileage reimbursement will be paid as per applicable Award for this position).

Duties will normally be performed within the hours of 8.00am – 6.00pm Monday to Friday.

Annual Performance Appraisal will occur.

Annual Leave and other entitlements as per National Employment Standards (NES).

Where the incumbent identifies a conflict of interest with another paid or unpaid role externally held by them, the CEO or delegate must be advised as soon as reasonably practicable.

Special conditions

Requirement to hold, or be willing to obtain, a National Police Clearance (currency within 3 years)

Essential requirements

Qualifications

Public Relations/Media/Communications/Marketing - diploma level or above qualification with relevant specialised skills/experience; or equivalent level of relevant experience and expertise in Public Relations/Media/Communications/Marketing or related field

Skills, knowledge and experience

Proficiency using Microsoft Office suite, online communications, administrative systems/processes

Proficient in using and managing digital communication platforms including websites, social media

Strong written & verbal communication to clearly & effectively convey information to diverse audiences

High level of accuracy in writing, editing, and proofreading

Experience in developing digital communications and messaging content

Experience with digital comms technology and online tools

Experience working with a CRM

Experience in team collaboration

Excellent networking and relationship management skills

Knowledge of brand promotions and marketing skills

Knowledge of digital communications processes

Effective organisational and time management skills

Well-developed interpersonal skills

Personal abilities and aptitudes

Professional, diligent, demonstrate initiative

Analytical and solution focussed

Task and outcome focussed

Work efficiently and effectively, set and meet work targets under limited direction

Self-motivated with ability to work as part of a team and autonomously

Ability and willingness to undertake other tasks, as negotiated

Strong commitment to health and safety in the workplace

Employee agreement

Signature: _____ Date: _____

Employee's name: _____

Organisational acceptance

Signature: _____ Date: _____

Organisational Representative's name: _____

PD creation date	20/11/2024
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