AUSTRALIAN COMMUNITY PHILANTHROPY (ACP)
COMMUNICATIONS & MARKETING COORDINATOR
POSITION DESCRIPTION

Title	Communications & Marketing Coordinator
Reports To	Executive Officer
Term	Part-time, 0.6 FTE
Location of role	TBC – most likely remote (or East Melbourne office space)

OVERVIEW

Australian Community Philanthropy (ACP) is the peak organisation for community foundations (CFs) in Australia. Founded in 2007, ACP is a company limited by guarantee and registered as a charity with ACNC.

ACP is a member-based organisation. It supports its members with networking, learning and development opportunities, and works to raise the profile of the community foundation sector through research, structured communications, and advocacy.

ACP has traditionally worked with very lean resources. The company is currently building its internal capacity for growth and scaling. As part of this plan, we are upgrading our professional communications capacity to a part-time contract role.

ROLE

The focus of the Communications and Marketing Coordinator position is to take responsibility for all aspects of ACP's external facing communications channels to ensure
- timely, regular, relevant and professional communications to key target audiences;
- consistency of messages and presentation; and
- a structured approach to on-going operational improvements across all ACP communications, including performance tracking and reporting.

The overall goal is to increase visibility, profile, and credibility for ACP among key stakeholders to continuously strengthen its influence, develop new opportunities, and generate increasing resources for its network of community foundation members.

TASKS & RESPONSIBILITIES

Key accountabilities of the Communications and Marketing Coordinator role are:

1. *Brand roll-out and brand management*

    - Plan, prepare and implement roll-out of new branding (including new name) for ACP when available (approx. from March/April 2021), in liaison with Executive Officer and relevant consultant

- Work with external consultants as required on redesign of collateral and digital assets
- Ensure consistent application of new brand guidelines on an on-going basis.

2. E-news

- Prepare and publish fortnightly e-newsletter. Source relevant content and images.
- Ensure currency of subscriber list and appropriate audience management
- Develop plan for expanding audience reach and targeting of messages to different audience segments
- Track and report on audience uptake and trends

3. Website

- Establish maintenance schedule for weekly updates of ACP website to ensure currency of information and an inviting on-line presence that encourages repeat visits
- Automate updates of regular items (eg e-news or tweets)
- Work with external web designer on comprehensive website update following approval of new branding.

4. Social media / online channels

- Review set-up, use and performance of ACP's communications channels [LinkedIn, facebook, twitter]
- Propose improvements that can be implemented within resource envelope with the aims of increasing audience reach and engagement; implement agreed changes.

5. Events

- Promote ACP and ACP partner events via all available channels to optimize audience uptake and profile building for ACP
- Contribute to detailed planning for major events, notably the regular National Community Foundations Forum, a multi-day national conference
- Implement online event registration, develop event collateral, and contribute to delivering events, drawing on support from the Administration Officer

6. Member resource hub

- Contribute to project working group that will lead development of this new facility as a project in 2021, building on pre-existing resources and drawing on active user (= member) input and involvement.
- Prepare and/or edit and update resources from examples or templates, as required, for publication on the new online hub.
- Develop and document a rolling schedule of reviews and updating to ensure currency of information published on the resource hub.

CAPABILITIES REQUIRED
- Qualifications in communications, marketing, or related discipline

- Minimum 3 years' work experience in a similar role with demonstrated track record in developing quality content, web publishing, and driving social media engagement and audience development
- High level of initiative and self-management with proven ability to prioritise, plan and manage projects, and deliver agreed outcomes to deadlines
- Willingness to take responsibility for tasks and projects with only high-level supervision while also being receptive to guidance and constructive feedback when offered
- Genuine interest in (learning about) community philanthropy.

PERSONAL ATTRIBUTES

- Integrity, reliability, honesty, trustworthiness
- Commitment to delivering high quality outcomes as agreed, through attention to detail and accuracy and ability to prioritise and manage time effectively
- Significant personal accountability, with ability to work with a high level of autonomy as well as work as part of a team
- Initiative, resourcefulness, and self-motivation, with ability to work well unsupervised
- Flexibility, a can-do attitude and a sense of humour.

KEY PERFORMANCE INDICATORS

- Engaging e-news published to schedule; regular social media engagement; website up-to-date and accurate; positive user feedback on all channels
- Measurable growth in audience reach and engagement
- Brand roll-out delivered in line with agreed plan
- Successful implementation of resource hub project
- Successful events.

HOW TO APPLY

To apply, send a letter explaining why you are interested in this role and a resumé summarising your skills and experience (in PDF format) by **COB 27 January 2021** to
info@australiancommunityphilanthropy.org.au

SELECTION PROCESS

- Applications will be reviewed and processed as they are received.
- Shortlisted candidates will be interviewed. Interviews may be held via zoom.
- You must provide details for at least two recent referees.
- The position is available immediately. Candidates available with short lead time preferred.

More information: https://www.australiancommunityphilanthropy.org.au/