

	<p>372 Spencer Street West Melbourne VIC 3003 ABN: 98 957 157 895</p>
Position Title:	Communications Coordinator
Incumbent:	Vacant
Accountable to:	Board of Governance through Partnerships and Community Engagement Manager
Reports to:	Partnerships and Community Engagement Manager
Area:	Communications
Supervisory Responsibilities:	Administration of communication volunteers
Employment conditions:	<p>Fixed term until 14.3.2021. part-time at .6 EFT (22.5 hours per week)</p> <p>Superannuation contributions calculated on 9.5 % of gross salary plus attractive salary packaging opportunities available to the NFP sector apply</p>
Hours of Work:	<p>Monday–Friday Business hours between 8.00–6.00 pm for 22.5 hours per week. Family friendly flexible work practices are supported</p>
Classification:	<p>Social, Community, Home Care & Disability Services Industry Award 2010 Sector Award Level 5, increment level dependent on experience.</p>
Performance Review:	<p>Review of the position description will occur in the event of any major changes to current funding arrangements or annually.</p>
Version Number:	3
Version updates	January 2018; December 2019, February 2020
Approved by:	WIRE CEO Julie Kun
Date:	February 2019

ABOUT WIRE

WIRE is a leading service delivery organisation with more than 35 years' experience supporting Page | 2 countless women, non-binary and gender-diverse people across Victoria. It is the only Victorian state-wide free service that provides information, support and referrals to any Victorian women, nonbinary and gender-diverse person on any issue.

Vision: A just and inclusive society where all people can thrive.

Values: WIRE is feminist, inclusive and bold. We strive for social justice, empowerment and integrity.

Mission: At WIRE we work with women, non-binary and gender-diverse people to address the issues they identify, assist them to make informed choices in their lives and advocate for structural change to bring about gender equity and social justice.

WIRE has a strong track-record of innovation in research, training and service delivery and addressing the multiple barriers women, nonbinary and gender-diverse experience that contribute to their marginalisation.

WIRE supports all women, including non-binary and gender non-conforming people who identify as women. We are a committed feminist organisation that provides best-practice gender-informed service delivery, research and training and a non-stigmatising service delivery entry point for thousands of people every year.

We provide support through a Telephone Support Line, by email and online, as well as face-to-face at our Walk in Centre located in West Melbourne. We also deliver a range of programs and services including job coaching, employment workshops, financial and legal clinic, lunch-time clubs and activities for those experiencing isolation and homelessness.

We also undertake projects and provide education and resources to individuals, organisations and the community to build capacity and capability to counter gender bias, discrimination and family violence. This includes training products and programs focused on increasing women's financial capability, addressing family violence, dealing with difficult calls and working more effectively with women.

As a small organisation, our impact ripples throughout Victoria. With over 45 active volunteers and 22 staff we provide services to women that changes lives. We are proud of who we are, the service we provide and what we have achieve.

WIRE VALUES AND PRINCIPLES

[See WIRE's webpage with more information about WIRE our strategic plan and principles of practice](#)

PURPOSE OF ROLE

The Communications Coordinator position is responsible for the development and implementation of WIRE's marketing communications strategy with a strong focus on community engagement and innovative communications across multiple platforms to strengthen WIRE's community presence by:

- raising the community's awareness of the services WIRE offers
- enabling WIRE's voice on issues important to women to be heard in the community
- growing WIRE's fundraising reach by building engagement with potential and existing donors in line with our fundraising strategy

Roles & Responsibilities

1. Develop and implement WIRE's communication strategy to reach WIRE's organisational goals
 - Develop, implement and review WIRE's communication strategy including digital and social media strategy
 - Develop and implement specific promotional campaigns for WIRE's services, programs, training courses, fundraisers and annual events
 - Monitor and evaluate effectiveness of ongoing campaigns and strategies
2. Communicate WIRE's key messages to target audiences and stakeholders including members, donors, volunteers, partners and the media
 - Ensure consistent branding and key messages in all WIRE communications
 - Write, edit, proofread and design publications, collateral, web copy and social media content for all online channels and print and digital formats
 - Manage WIRE's website and social media channels; update, write and curate relevant content; maintain Google Adwords campaigns
 - Coordinate the production of publications and promotional collateral including annual report, research reports, newsletters, information booklets, email bulletin, brochures, banners and business cards; and liaise with external suppliers such as subject matter experts, designers, printers and agencies
 - Provide clear WIRE positioning on topical issues
 - Write media releases; generate positive coverage; support staff in media interviews
 - On occasion oversee a small team of administration volunteers; supervise a student placement
 - Publicise events such as the Annual General Meeting, member events, publication launches and manage communications for them such as speeches, programs and other relevant materials
 - Manage and update WIRE's communication technologies and databases, such as bulk email systems, customer relationship databases, fundraising platforms and content management systems
3. Run fundraising efforts for WIRE through appeals
 - In conjunction with the Partnerships and Community Engagement Manager, conceptualise and undertake annual fundraising appeals

- Contribute to the ongoing development of our membership base, and membership strategy
 - Work with the Partnerships and Community Engagement Manager and the Board fundraising subcommittee to build WIRE's fundraising strategy
4. Industry knowledge and currency
- Keep up to date on current trends and best practice in marketing and communications
 - Participate in professional development to broaden relevant skills – in marketing/communications, as well as on feminist issues and areas relevant to WIRE's vision
 - Keep WIRE's communications strategy current, with particular reference to new technologies
5. Participate in the review, development and operations of the organisation as a staff member
- Actively participate in team meetings and strategic planning days
 - Offer constructive feedback and provide a balanced and informed perspective at team meetings
 - Support other members of the WIRE team as required, working as part of a collaborative and flexible workplace

General responsibilities of WIRE staff

- Maintain, and ensure your team maintains a clean, hygienic and safe work area.
- Be proactive in identifying and problem solving OHS matters
- Be proactive in understanding and maintaining environmental standards
- Perform any other reasonable task as required.

For the duration of your employment with WIRE, your duties may vary considerably as you gain experience, undertake additional duties, and pursue career options within WIRE. Your position description is an indicative guide and may be reviewed as required

WIRE Behavioural expectations

WIRE expects all staff to work with **integrity, courage, transparency, accountability** and in **collaboration**.

Integrity - Our daily work and behaviour is aligned with our agreed principles, values and practices.

Courage-

- support each other with kindness

- o allow others to speak their truth
- o engage in self-reflection, learning, growing, evolving and change
- o Name and challenge our own privilege and the systems that enable our privilege to oppress and marginalises others. .
- o we make ourselves vulnerable by exposing possible blind spots and are open to experience the discomfort of challenge, growth and change
- o We provide a space to hear opinions that are not our own and truly listen, consider bringing our wisdom into the space with care.

Accountable

- o We use our limited resources wisely to better serve the women, gender-diverse and nonbinary people of Victoria
- o We make decisions that are fair and take account of intersectional practice
- o We will work creatively and innovatively with purpose
- o We work within the policy and procedures and boundaries established by WIRE .
- o We hold each other to account for behaviours in a supportive and kind way.
- o We are not passive bystanders we won't rely on those experiencing marginalisation or oppression to verbalise situations of violence.
- o We are accountable for our own behaviour, we respect boundaries and work ethically

Collaborate & transparency

- o We listen deeply and communicate openly with respect
- o We will use language that is accessible
- o We show a commitment to examining and finding alternatives to patriarchal power structures and modes of leadership.
- o We are willing to sit in disagreement
- o We set boundaries, communicate those boundaries to staff, volunteers and service users and are accountable for the decision making around boundaries.
- o We clearly communicate what we are asking for, and where power lies in decision making processes.
- o We work constructively in fluid conversations to find solutions.
- o We work with others to find creative solutions for complex problems.
- o We are committed to empowered practice.
- o We are able to name our expertise and the expertise of others.
- o We share professional knowledge and insights with our colleagues and provide a space for learning
- o We respect the skills, knowledge and experience of colleagues including volunteers

KEY SELECTION CRITERIA

Academic Qualifications:

Essential
A tertiary qualification in Communications, Marketing, Business or other relevant discipline OR significant work experience

Selection criteria:

Essential	Desirable
Significant experience in developing and implementing a multi-channel communications strategy	Knowledge and prior experience in the not-for-profit sector
Alignment of WIRE behavioural expectations and values.	
Experience delivering fundraising campaigns and donor retention strategies	
Strong writing, editing and proofreading skills for stakeholder publications, promotional collateral, and online content, with demonstrated desktop publishing skills	
Experience using tools such as InDesign to create flyers and other promotional material	
Demonstrated knowledge and skill in social media marketing	
Experience with media relations and writing media releases	
Ability to organise and prioritise competing work needs to meet deadlines	
Self-directed to achieve individual, team and organisational goals	
High level proficiency with Microsoft Office suite, Adobe Creative suite, Google Analytics, Mailchimp, Wordpress and CRM database management	
Commitment to social justice and gender inclusion, with a strong understanding of feminist issues in Victoria	
Experience managing external suppliers for communications projects, such as design agencies and printers	

Relationships

With	Purpose
Partnerships and Community Engagement Manager	Reports to
Administration volunteers	Direct reports

