

Position Description

Communications and Marketing Coordinator (CMY54)

Full-Time or Part-Time / EFT / Fixed term or Ongoing	Full time negotiable (0.8 - 1 FTE), Fixed term
Salary and conditions	SCHADS level 7 plus: <ul style="list-style-type: none">• Salary Packaging which provides up to \$15,900 tax free• Superannuation at 9.5%• Annual leave loading• Pay rise of approximately 4% per annum• Generous entitlements including cultural leave options and flexible work arrangements.
Award / Certified Agreement	Social, Community, Home care and Disabilities Award 2010 and CMY Enterprise Agreement 2015-2018 or any replacement agreement.
Reports To	Business Services Manager

The Centre for Multicultural Youth (CMY) is a Victorian not-for-profit organisation supporting young people from migrant and refugee backgrounds to build better lives in Australia.

Through a combination of specialist support services, training and consultancy, knowledge sharing and advocacy, CMY works to remove the barriers young people face as they make Australia their home. All CMY staff take an active role in organisational planning and quality improvement. It is a responsibility of all staff to represent CMY as an organisation committed to Participation, Diversity and Human Rights and to promote its range of programs and services.

Program Area

CMY's **Business Services team** provides HR, Finance, Administration and Communications support to up to 100 staff across eight offices in Ballarat, Carlton, Dandenong, Gippsland, Hoppers Crossing, Narre Warren, Shepparton and Sunshine. The team ensures that CMY operations are appropriately resourced, accountable and sustainable and can deliver the very best services to our stakeholders.

Position Summary

The Communications and Marketing Coordinator collaborates closely with the CEO, senior managers and staff across CMY to:

- o Implement and evaluate the organisational communications and marketing strategy
- o Position CMY as a knowledge leader
- o Lead internal communication strategies
- o Contribute to funding proposals and fundraising strategies
- o Communicate effectively with key stakeholders
- o Communicate clearly with refugee and migrant young people

Accountabilities

- Overall development, implementation and evaluation of CMY communications and marketing strategy in line with organisational Strategic Plan
- Management of a small team of staff
- Project management of all communication and marketing activities to deadline and budget, including:
 - Website development, content management and traffic maximization
 - High level stakeholder communications
 - All printed collateral, including the Annual Report
 - Media and digital media strategy
 - Stakeholder events
- Development of effective internal communication channels to meet organisational needs
- Development of funding proposals and fundraising materials
- Abide by the policies and procedures of CMY and operate within the Code of Conduct.
- Perform all tasks in line with CMY values of Participation, Diversity and Human Rights.
- Consistent with the strategic directions of CMY carry out all other duties as directed.

Key Selection Criteria

- Strategic thinker with proven ability to collaborate across an organisation
- At least five years experience in leading a successful organisational communications and marketing strategy, preferably in the not for profit sector
- Demonstrated exceptional writing skills and capacity to write for diverse audiences including philanthropic and corporate funding partners, government decision makers and young people.
- Proven leadership skills and ability to manage a high-performing small team
- Capacity to project manage concurrent activities on time and to budget
- Well-developed written and interpersonal communication skills.
- High proficiency in Microsoft office suite and Adobe Creative suite as well as online marketing tools such as MailChimp, Survey Monkey and Hootsuite.
- Commitment to CMY purpose and values.

Additional Information

- CMY takes Child Safety seriously and short listed candidates are subject to child safety screening and assessment against child safety standards as part of our thorough recruitment process. These include but are not limited to Police Record and Working with Children Checks, and child safety focused referee checks.
- CMY is an Equal Opportunity Employer.
- In the context of Occupational Health and Safety all employees are required to carry out their duties in a manner that does not adversely affect their own health and safety and that of others by reporting all incidents and injuries as well as co-operating with any measures introduced in the workplace to improve OH&S.
- This role at times may require a capacity to work flexible hours.
- A current driver's license is required.

Relationship to Performance Development and Review Plan

This position description operates in conjunction with and forms part of the relevant individual Performance Development Review Plan. An initial performance review will take place six months following commencement of employment and then on an annual basis.

I have read, understood and approve the above position description:

Manager Name

Manager Signature Date / /

I have read, understood and accept the above position description:

Employee Name

Employee Signature Date / /