

## Position Description

<b>Position</b>	Media and Communications Coordinator – FTE
<b>Team</b>	Fundraising and Marketing
<b>Reports to</b>	Director of Fundraising and Marketing
<b>Direct Reports</b>	N/a
<b>Contract</b>	12-month contract with view to extend
<b>Salary</b>	\$60,000 per annum (+ salary packaging benefits)
<b>Location</b>	Youth Resource & Administration Centre - 13 Adolph Street, Richmond 3121

### Organisational Context

Lighthouse Foundation provides homeless young people from backgrounds of long-term neglect and abuse, with a home, a sense of family, and around-the-clock therapeutic care that is individually tailored, trauma informed and proven to work.

For over 27 years Lighthouse has successfully supported over 900 young people to break the cycle of homelessness, move into employment and educational opportunities, and overcome damaging life experiences. Through their Lighthouse experience, young people can heal, learn again to relate to others and start to rebuild their lives.

Lighthouse's Therapeutic Family Model of Care™ enables young people to stay with Lighthouse for as long as they need and they can continue to access support through our Outreach programs after they transition into independent living.

### Vision

To end youth homelessness together

### Mission

To increase the availability of Lighthouse Foundation's Model of Care to homeless young people throughout Australia.

### Our Values

Respect, Courage, Kindness.

### Primary Purpose of the Position

Lighthouse's Media and Communications Coordinator role is suitable for someone with a spark for marketing who is highly organised, enthusiastic and passionate about making a difference in the lives of traumatised young people.

The primary purpose is to develop effective marketing, communications and media strategies to maximise the success of fundraising and build brand awareness for Lighthouse Foundation. This is primarily achieved through the implementation of successful campaigns, strategic partnerships, digital strategy, donor engagement and media management.

The role receives support from the Director of Fundraising and Marketing and an external digital agency and is responsible for a broad range of marketing duties whereby experience and expertise in writing, editing, social media, reporting, internal communications, website management, presentation development and media liaison is essential.

PD Media and Communications Coordinator	Page 1 of 5
First Created: March 2019	Last Review: Next Review:

In addition to coordinating day-to-day media and communications tasks, the role will coordinate two key projects – the re-development of the Lighthouse Foundation website and the successful execution of the Lighthouse re-brand project.

This multi-faceted position is based at Lighthouse’s vibrant Youth Resource Centre, close by to public transport and great eateries, in Richmond.

## Qualifications, Licences and Checks

- Degree in communications, marketing, journalism, PR (preferred) or other relevant tertiary qualification
- Current drivers license
- Current criminal records and Working With Children checks

## Personal Qualities

You will enjoy writing and be able to promptly develop communications that make people feel special and compelled to get involved.

You will be engaging regularly with core stakeholders including major donors, corporate partners, volunteers, students, members of the public, donors, media outlets and journalists – so, strong and effective communication and stakeholder management skills are crucial.

The role is suitable for someone who shows initiative, has a flair for engaging with a broad audience base and is eager to make their mark.

## Key Selection Criteria

### Essential

- Minimum of two years’ experience in a relevant or similar Media, Marketing, PR or Communications role
- Excellent presentation, written and verbal communication skills
- High level of administrative skills, attention to detail and accuracy
- Strong interpersonal, organisational and time management skills,
- Proven ability to work on multiple projects simultaneously and problem-solve
- Proven ability to work autonomously without continuous supervision
- Experience overseeing the design and production of print materials and publications
- Demonstrated ability to manage and build strong relationships with media and journalists
- High literacy of computer and systems including but not limited to use of Microsoft suite, Outlook, YouTube, design software and social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- Experience in web-based content management systems and understanding of web-based tools including WordPress or WIX, HTML and CSS
- Hands on experience using Google Analytics or other web-based reporting tools
- Experience in producing detailed reports and analytics
- Accepts personal and professional responsibility for the quality and timeliness of work performed
- Commitment to Lighthouse Foundation’s Privacy Policy and Values

### Desirable

- Experience in a NFP environment or shows strong philanthropic industry sense and knowledge
- Experience with Mailchimp or other relevant online email marketing platforms
- Design experience in Adobe InDesign and Photoshop or other relevant design software
- Good photography skills
- Experience managing and updating search engine optimization (SEO)

PD Media and Communications Coordinator		Page 2 of 5
First Created: March 2019	Last Review:	Next Review:

## Key Responsibilities

<b>Area of Responsibility</b>	<b>Activities</b> <i>(performance measured against activities during reviews)</i>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• Write and manage internal and external communications</li> <li>• Develop communications strategies to maximize the success of fundraising</li> <li>• Develop and coordinate direct marketing campaigns and appeals</li> <li>• Increase stakeholder engagement through communications, in alignment with Lighthouse Foundation mission and values</li> <li>• Actively promote and expand Lighthouse’s supporter-base</li> <li>• Deliver regular communications through Lighthouse’s e-newsletter <i>Lighthearted</i></li> <li>• Coordinate acknowledgement processes internally and externally</li> <li>• Contribute to team Post Implementation Reports (PIR)</li> <li>• Contribute to the creation of long-term marketing strategies</li> <li>• Monitor competitor activity</li> </ul>
<b>Marketing and brand management</b>	<ul style="list-style-type: none"> <li>• Coordinate and lead Lighthouse’s re-branding project</li> <li>• Manage branding and communication guidelines</li> <li>• Provide strategic advice and marketing assistance across the organisation</li> <li>• Ensure careful management of the Lighthouse brand (logo, language, key messaging etc.) overseeing consistency internally and externally</li> <li>• Organise photo shoots and manage Lighthouse’s image library</li> <li>• Maintain marketing and yearly promotional schedules</li> <li>• Conduct relevant market research and monitor trends in the sector</li> <li>• Source advertising opportunities and create and place applicable advertisements</li> <li>• Produce trending and activity reports to follow/track all marketing campaigns and activities and provide updates internally</li> <li>• Other relevant duties where required</li> </ul>
<b>Collateral</b>	<ul style="list-style-type: none"> <li>• Coordinate the production of all marketing collateral including but not limited to Annual Reports, direct mail appeals, info packs, fact sheets, brochures, posters, billboards, banners, merchandise and any other marketing materials</li> <li>• Liaise with Lighthouse’s digital agency, designers and printers</li> <li>• Source competitive quotations for the production of materials</li> <li>• Arrange effective distribution of marketing materials</li> </ul>
<b>Website re-development</b>	<ul style="list-style-type: none"> <li>• Coordinate and lead Lighthouse’s website re-development project</li> <li>• Create regular content and ensure Lighthouse’s current website is up-to-date at all times</li> </ul>

	<ul style="list-style-type: none"> <li>• Optimize Lighthouse’s new website once re-developed</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• Create media releases and manage all contact with media</li> <li>• Manage and brief CEO for media speaking opportunities</li> <li>• Manage all media issues and risks</li> <li>• Manage all media and publicity for major events and campaigns</li> <li>• Build strong relationships with key journalists and news outlets</li> <li>• Stay abreast of current news and related media</li> <li>• Monitor and analyze media results to generate useful metrics and reports</li> </ul>
<b>Social media</b>	<ul style="list-style-type: none"> <li>• Create regular content and manage activity for Lighthouse social media channels (Facebook, Instagram, Twitter and LinkedIn)</li> <li>• Grow Lighthouse’s social communities</li> <li>• Monitor and measure Lighthouse’s social media impact</li> <li>• Contribute to the creation of social media plans and strategies</li> </ul>
<b>Partnerships and event management</b>	<ul style="list-style-type: none"> <li>• Undertake event management where necessary</li> <li>• Provide marketing support for key campaigns including but not limited to, 4UpDay, Homelessness Week, Youth Homelessness Matters Day and various partner activations</li> <li>• Contribute to partnerships reporting</li> <li>• Engage and manage skilled volunteers or interns where useful</li> <li>• Identify collaborations or network groups to maximize professional development opportunities for yourself</li> </ul>
<b>Key Relationships</b>	<ul style="list-style-type: none"> <li>• Lighthouse Fundraising and Marketing Team</li> <li>• Lighthouse Finance and Admin Team</li> <li>• Lighthouse donors, supporters and volunteers</li> <li>• Design agency – FOR Studio</li> <li>• Website developers – Zenu</li> <li>• Mail house – Precision</li> </ul>
<b>Organisational participation</b>	<ul style="list-style-type: none"> <li>• Attend Lighthouse Model of Care training annually, or as required</li> <li>• Attend team meetings, team group processes, whole staff meetings and planning days</li> <li>• Contribute to the implementation of Lighthouse’s strategic plan</li> <li>• Contribute to collaborative practice across the organisation</li> </ul>
<b>Professional development</b>	<ul style="list-style-type: none"> <li>• Participate in regular supervision, professional development and review meetings</li> <li>• Attend regular group processes and trainings as required</li> <li>• Contribute to a culture that is reflective, inclusive and open</li> </ul>
<b>OH&amp;S</b>	<ul style="list-style-type: none"> <li>• Exercise a duty of care to work safely, taking responsibility to care and protect your own health and safety and that of your fellow workers, volunteers and young people</li> <li>• Follow safe working procedures and instructions.</li> </ul>
<b>Legal &amp; Regulatory Compliance</b>	Comply with legislation and regulations applicable to the role, particularly those relating to privacy of information.

<b>Risk</b>	All Lighthouse staff are responsible for considering, identifying, reporting and addressing risks.
<b>CQI</b>	All Lighthouse staff are responsible for applying a continuous quality improvement approach to all tasks.
<b>Commitment to Lighthouse Culture</b>	Staff are expected to participate in the processes and practices that uphold the Lighthouse culture.
<b>Commitment to Trauma Informed Practice</b>	Staff are expected to: <ul style="list-style-type: none"> <li>Engage in personal and professional development to integrate their understanding and response to people and systems that have been impacted by trauma</li> <li>Create or maintain a physical and emotional environment that promotes healing</li> <li>Engage in conflict resolution processes where required.</li> </ul>

## Performance Measurements

An annual work plan will be developed in line with the Position Description and Lighthouse Foundation's Annual Business Plan to measure performance.

## Employment Conditions

- Compliance with Lighthouse Foundation's Code of Conduct, policies and procedures
- Lighthouse Foundation takes all reasonable steps to facilitate and maintain a safe environment for children, young people and all participants of our service. It is for this reason that Lighthouse requires all potential employees and volunteers who will be in contact with children and young people to undergo a psycho-social assessment prior to confirmation of employment
- Lighthouse Foundation promotes a smoke free workplace
- Terms and conditions of employment are outlined in employment contracts.

### Manager

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Performance review period: \_\_\_\_\_

### Staff Member

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Next review date: \_\_\_\_\_

#### Note:

The requirements and responsibilities contained in this job description do not create a contract of employment and are not meant to be all-inclusive. They may be changed by the role manager during employment on an as required basis. Any significant or material changes need to be discussed and agreed by incumbent and manager before inclusion.

The role description should be reviewed formally during the annual planning and performance assessment process.