

POSITION TITLE: Marketing and Communications Coordinator

RESPONSIBLE TO: General Manager, Business and Communications

POSITION STATUS: Full time

With Reach, you can make a difference in the lives of young people.

1. ABOUT REACH

Reach encourages all young people, no matter what their circumstances, to believe they can achieve. At its core, Reach is young people inspiring young people.

Our empowered team of young Reach Crew (aged 15-25) run programs that support young people to increase self-belief and discover who they are. Programs include workshops, weekends away and large scale events run in schools and communities around Australia.

We work with 58,000 young people every year.

Reach was established in 1994 by Jim Stynes OAM (AFL Brownlow Medallist, youth motivator, and Victorian of the Year 2003) and Paul Currie (drama coach and film director). Jim and Paul recognised a huge unmet need in inspiring young people to truly get the most out of life.

Since inception, Reach has run preventative programs impacting over 500,000 young people around Australia.

2. PURPOSE OF POSITION

Reporting directly to the General Manager, Business and Communications, you will be an integral member of the Brand and Communications Team.

The Marketing and Communications Coordinator is responsible for promoting Reach by implementing key aspects of the marketing and communications plan. The role is accountable for coordinating, producing and delivering quality and timely marketing and communications, ensuring all messages and activities are aligned with the Reach's brand and business strategy.

Salary is dependent upon qualifications and experience. You will also have access to salary packaging options.

2. MAJOR RESPONSIBILITIES

Implement aspects of the marketing and communications plan

Reach's marketing and communications plan:

- Contribute to the development of the annual marketing and communications plan, as part of the Brand and Communications team.
- Manage the implementation of key aspects of the plan (as detailed below).
- Contribute to monitoring the effectiveness of the plan, through identifying and managing key measurement indicators and developing reports.
- In conjunction with the Brand and Visual Identity Manager, develop brand guidelines and socialize these across the organisation.

Marketing and promotional collateral:

- In conjunction with the Brand and Visual Identity Manager, develop marketing and promotional collateral templates to be used by areas within Reach.
- Work with the relevant areas within Reach to develop and coordinate the production of collateral to market and promote Reach, events, programs etc.
- Assist in the development (including copywriting) and production of organisation-wide marketing and promotional collateral including annual reports, press releases and media kits, case studies, brochures, fliers etc.

Website content management:

- Work with the General Manager, Brand and Communications to develop a web strategy.
- Maintain and update the Reach website, in line with this strategy, including the tasks of:
 - Developing and coordinating web content (copy, video, photos, imagery)
 - Overseeing the relationship with the web services and hosting providers
 - Providing web support to areas within Reach
 - Overseeing online brand and message consistency
 - Consistently integrating social media properties with Reach website
- Produce and manage regular web monitoring statistics.

Manage social media properties:

- Work with the General Manager, Brand and Communications to develop a social media strategy.
- Maintain and update all of Reach's social media properties including Facebook, Twitter, Myspace, Youtube and Flickr, in line with this strategy.
- Manage email marketing campaigns, including newsletters and updates.
- Develop and manage additional online tools including google adwords, LinkedIn etc.

Database Management:

- Maintain and update Reach database/s for use in marketing and communications activities.
- Assist with the implementation of an organisation-wide Customer Relationship Management (CRM) system.

Provide coaching and support to areas within Reach:

- Provide marketing and communications coaching (including support in developing and implementing marketing and communications plans) to areas within Reach.
- As part of the Brand and Communications team, implement activities to help build the brand within the organisation, including development of a brand kit and internal brand training.

Manage relationships with key suppliers of marketing, communication and branding support.

Assist in the development (copy writing) and distribution of internal communications.

Develop, manage and report on marketing and communications budgets.

Accountability and Organisational Commitment.

- Maintain an up to date understanding of, and commitment to, Reach's philosophies, programs and messages at all times and be able and willing to advocate for Reach, as opportunities arise.
- Actively comply with Reach's Young Persons Protection Policy, EEO and OHS&E policies and programs, which include staff members accepting responsibility for taking reasonable care of their own health and safety and the health and safety of others.

3. EXPECTED POSITION OUTCOMES

- Ensure that key aspects of the marketing and communications plan are delivered on time and in line with the requirements and expectations established by the General Manager, Business and Communications.
- Relationships are built and managed with external parties, achieving their service deliverables and remaining engaged and/or increase their involvement over time.
- Develop and maintain an appropriate administration structure to manage marketing and communications activities.
- Maintain the central Reach database to ensure it is accurate, up to date and reflective of stakeholder segmentation.

4. QUALIFICATIONS

- Required: Relevant tertiary qualification (Marketing, Communications, Journalism, PR)
- Visual design experience would be an advantage but not essential.

5. COMPETENCIES REQUIRED

Skills:

- Excellent communication and presentation skills (both verbal, written and online).
- Strong project management ability and administrative skills.
- Strong organisational and time management skills with the ability to multi-task.
- Accuracy and high levels of attention to detail.
- Highly developed relationship building/interpersonal skills and strong customer service orientation.

- Creativity and the ability to think laterally.
- Demonstrated capacity to work autonomously and the skills required to work as an integrated member of teams.
- Computer literacy (Web, Social media, Excel, Word, PowerPoint, Databases, Outlook).
- Knowledge of Adobe Illustrator, Microsoft Photoshop, Indesign, Dreamweaver and/or other design programs is desirable but not essential.

Experience:

- Proven experience in a marketing, communications or PR role, with an emphasis on copywriting.
- Demonstrated experience executing agreed plans and strategies.

Personal Characteristics:

- Initiative.
- Customer service focus.
- Mature, assertive and confident approach to people of all levels.
- Ability to work as part of a team and autonomously.
- Flexible and adaptable in response to client needs.
- Demonstrated capacity to establish the trust and respect of young people, crew (young leaders) and staff.
- Capacity to develop a strong commitment and enthusiasm for the work of Reach.

6. ADDITIONAL INFORMATION

- This position is based primarily at The Dream Factory, 152-156 Wellington St, Collingwood, Victoria, but will require periodic attendance at Reach activities and events conducted at various locations throughout metropolitan Melbourne and regional areas.
- Any offer of employment at the Reach Foundation will be subject to a satisfactory National Police Records Check and Working with Children Check.
- Some after hours and weekend work will be required. Time in Lieu arrangements are in place, to compensate for the working environment and subsequent working hours that may be expected outside of standard business hours.
- Accrual of annual leave beyond six weeks is strongly discouraged to ensure a healthy approach to work/life balance.
- An annual allowance for personal and professional development activities may be applicable to this position.

APPENDIX

We encourage all young people, no matter what their circumstances, to believe they can achieve.

At Reach we value:

GROWTH

- Take appropriate risks to explore opportunities with curiosity and courage
- Seek and embrace challenging personal and professional development opportunities
- Identify, appreciate and nurture our strengths and learn from our experiences

INTEGRITY

- Be what we say we are
- Embody and live the Reach Philosophy in everything we do
- Actively and constructively identify and address behaviours that impact on the quality and purpose of our work
- Demonstrate an ability to reflect, respond and be accountable

PASSION

- Search for and strive to live out our passions, using the energy this gives us in our contribution to Reach
- See, feel and hear our passion in everything we do

HONESTY

- Be courageous and open to giving and receiving honest feedback
- Be honest with ourselves and always speak our truth
- Be transparent in our dealings with others

CONNECTION

- Listen and be present in our communication with ourselves and others
- Value and nurture the connections we have the opportunity to make through Reach
- Take time to connect and appreciate one another and reflect on our journey and success

RESPECT

- Value the physical and emotional wellbeing of yourself and others
- Be prepared to be responsible and accept accountability
- Value the people, property and spirit of Reach
- Respect the different stages we are at in our journey

We commit to support, encourage and challenge each other to live our values so we can achieve individual and organisational greatness.