



Position description: Communications coordinator

Employer: Inner North Community Foundation Ltd
Reports to: Executive Officer
Type: 0.2 EFT (8hrs per week – specific detail to be confirmed with successful candidate)
Location: Northcote & remote
Salary: \$80,000 pro-rata inclusive super

Background

The Inner North Community Foundation is an independent community foundation based in Melbourne's Inner North, and is one of over 35 community foundations across Australia. The Foundation was established in 2007 and is supported by IntoWork Australia and the three local Councils, Moreland, Yarra and Darebin.

The Foundation manages philanthropic dollars to provide funds for projects that create prosperous, connected, and cohesive communities in Melbourne's Inner North, particularly encouraging pathways to employment. To fulfill this vision it:

- invests in local not for profit organisations through grants and other support
- connects donors to local community groups by managing a donor network for people to contribute small and large donations
- builds partnerships to expand community leadership across the region

Context

Since establishment, the Foundation has granted more than \$4.5 million in grants to the municipalities of Darebin, Moreland, and Yarra. Our grants have been awarded across 30 different suburbs to 180 community organisations, running innovative and creative programs that unlock the potential of local people. From Preston to Pascoe Vale, Reservoir to Richmond, Fawkner to Fitzroy the Foundation serves nearly 400,000 people across 125 square kilometres. IntoWork Australia continues to generously sponsor the organisations operating costs.

The Foundation is a place-based philanthropic organisation, and uses a model of philanthropy to build people's strengths to ensure everyone can contribute to a strong and prosperous region across the Inner North. Like many not-for-profit organisations, the capacity of the Foundation to achieve its mission and vision is supported by lean internal administration systems and harnessing the skills of local volunteers.

The Foundation is in an exciting period, reaching approximately \$10 million of funds in management in 2021 in its 13th year of operation. This role deepens the capacity to tell strength based stories of generosity, contribution and celebrate the different ways people make their community prosperous, connected and cohesive.

Position Summary

This new role leads coordination of communications and branding work, including supporting the direction of trainees, volunteers and student teams to execute some of the communications to grow the Foundation.

The role seeks to achieve better capacity for professional communications for the organisation. The successful candidate will streamline processes to deliver consistent, effective and impactful storytelling. (templates, resource guides, plans and frameworks etc).

While the role is very part-time, there is a possibility to grow it as the Foundation grows. It is envisaged that there will be a realistic workplan than recognizes this context. Key strategic objectives that the role delivers are:

- **Awareness:** Increasing local people's awareness of the Foundation, through targeted engagement to key audiences
- **Communications activity:** Engaging key target audiences to participate and inspiring people to give
- **Coordination:** Building the capacity of the Foundation to harness people's goodwill and interest

Role Summary

Key tasks include:

Awareness raising: oversee opportunities to raise awareness of the Foundation as the first choice for donors and volunteers in the north



- Within available resources, develop and implement a media/PR Plan, and increase internal capacity to engage with media
- Support the Foundation to be an effective and timely local resource, respond to themes of interest that progresses awareness of the Foundation
- Write and distribute press releases and engage with relevant media to maximise opportunities for publication

Communications: work with trainees, volunteers and others to coordinate:

- Produce written material for print, radio, websites, social media, press releases and other external media channels as appropriate
- Ensure the combination of copy, imagery and layout is optimised for high impact presentation
- Develop and maintain website copy, ensuring information is accurate and up to date
- Prepare and distribute email marketing campaigns

Coordination: provide strategic direction and oversight to implement communications strategy, including:

- Develop & implement marketing content planning calendars and scheduling
- Reply to comments received via social media and follow up where necessary to ensure timely response
- Collaborate with others to explore new communication techniques, technologies, opportunities and community engagement exercises.
- Provide reports, presentations and information as needed for reporting/board updates
- Ensure consistent application of compliance with policies, procedures and guidelines.
- Other activity as required.

Key Selection Criteria

Candidates with connections Melbourne's Inner North are strongly encouraged to apply. The successful applicant will have:

- Demonstrated communications experience, in particular within the not-for-profit sector working with volunteers and other community groups
- Ability to form meaningful relationships with diverse stakeholders including community members, non profit organisations, businesses and government;
- Well developed oral and written communication skills, with strong attention to detail and that ability to communicate to external audiences;
- Demonstrated experience in event management;
- Demonstrated experience and understanding of community engagement philosophy and volunteer coordination;
- Well developed interpersonal skills and experience working both independently and in a team;
- A strong commitment to social justice and principles of diversity and equity;
- Ability to work as a member of a team and also autonomously.

Working relationships (including but not limited to)

Internal	Chair
	Board of Directors
	Executive Officer
	IntoWork Australia support staff (IT/HR/Finance)
	Volunteers
	Staff
External	Partners and Corporate Stakeholders
	Named fund holders and donors
	Local Councils – Yarra, Moreland and Darebin
	Peer philanthropic organisations, trusts and foundations
	Grantee organisations
	Community members and local groups eg.students and young people

Interested applicants are encouraged to submit a CV and response via the link by close of **business 20 June 2021**
https://innorthcommunityfoundation.formstack.com/forms/communications_role_2021

Please ask questions to Ben Rodgers, Executive Officer at brodgers@innorthfoundation.org.au.