

Job Ad

Marketing & Communications Officer – Schools



March 2024

WANT TO CHANGE THE WORLD 40 MILLION BREAKFAST BOWLS AT A TIME?

Whether you start the day with a kale smoothie, eggs sunny side up or a fancy fruit compote does not matter to us – at all. So long as you ‘eat up’ marketing and communications projects, thrive in a high energy environment and share our vision of healthy food for all Victorians you’ve got the potential to excel in this influential part-time role.

We’re looking for someone amazing to manage the delivery of Marketing and Communications projects for our School Breakfast Clubs program.

What began as a tiny program in a handful of schools to support students showing up without breakfast has grown to become Foodbank Victoria’s largest food program. Offering a nutritious breakfast to each and every student who needs it, our School Breakfast Clubs now run in over 1,000 state primary and secondary schools across the state delivered in partnership with the Victorian Government. We recently served up the 40 millionth meal since the program launched in 2016, something we couldn’t continue to do without a person like you at the helm of the Marcomms ‘mother ship’.

In this multi-faceted three day a week role you’ll dazzle our Marketing and Programs teams with your ability to balance whizzbang content creation with exceptional planning, proofing and reporting. You’ll be equally at ease with digital marketing as stakeholder management, enjoy being on the road occasionally to visit our schools and be comfortable working autonomously. If you relish being in charge of your own time, this will suit you to a T.

Why we’re right for you

You’ll join a passionate and creative team based in Yarraville, Melbourne where the village vibe, art deco dwellings and coffee culture are legendary. Our mission is critical, our vision is bold, and our marketing plans are ambitious. You know that cliché ‘no two days are the same’? Ours is more like ‘no two hours are the same.’

What you’ll do:

- Manage email marketing communications directly with schools.
- Develop collateral and resources to support schools to implement their programs, engage students and recruit volunteers.
- Source stories and produce content for digital, print, social media and online channels to highlight the program’s success.
- Co-ordinate media appearances and events.
- Bring internal and external stakeholders along with you to ensure the continued success of this program.

Why you're right for us:

- You're passionate about our vision of healthy food for all.
- Able to live and breathe our values of empowerment, accountability, integrity, diversity, equality and respect.
- Have minimum 4 years' experience in a similar role.
- Proficient with Salesforce, Pardot, WordPress, Adobe Pro, Photoshop, Illustrator, Premiere Pro, and CRM platforms.
- Basic photography and video editing skills.
- Excellent written and verbal communication skills.
- Excellent attention to detail.
- Organisation and time management skills.
- Creative mindset.
- Ability to work independently and positively within a team environment.
- Excellent interpersonal skills, with an ability to develop positive working relationships with suppliers and stakeholders both internal and external.

What we can offer you

- Work on a high-profile program
- Positive and engaging team environment
- Access to salary packaging to increase your take home pay
- Part-time role – hours negotiable for the right candidate

Keen to apply?

- Please review the Position Description on our website in the 'Careers' section at www.foodbankvictoria.org.au and get to know us before you apply.
- Applications should include an up-to-date resume and a cover letter explaining your suitability for this role.
- Email your application to marketing.employment@foodbankvictoria.org.au