

Advertisement – Communications Manager



August 2025

Use your voice to help feed hope (and have some fun while you do it).

Are you a strategic communicator who knows how to make words matter – someone who understands the power of storytelling and knows how to use it to connect, influence, and create real impact?

Foodbank Victoria is on the lookout for a strategic and creative Communications Manager with loads of energy to help tell our stories – from media and advocacy to content and campaigns that shine a light on the issues we tackle and the lives we impact.

In this pivotal leadership role, you will help shape and share the voice of Foodbank Victoria – identifying story opportunities, crafting compelling narratives, championing our impact, leading media relations, and engaging stakeholders through authentic and original storytelling. Working closely with our every part of our organisation, you will bring to life the stories of our people, programs and partnerships as we work together to provide every Victorian with access to healthy food.

If you are a skilled communicator and a bit of a newshound who thrives on writing, storytelling and building influence through words – and want your work to mean something – we would love to hear from you!

Why Foodbank:

Whether it's everyday emergencies or in times of crisis, Foodbank Victoria has been providing vital food relief to vulnerable Victorians for 95 years. We deliver food to people who need it in three different ways: in partnership with our charity partners, through schools and via our regional Community Food Centres.

Across our network of 500 charity partners and 1,015 schools throughout Victoria, we have distributed over 25 million meals in the last 12 months and are currently feeding 69,000 Victorians a day.

While supporting our charity and school partners is at the core of what we do, as the state's dedicated emergency food relief organisation, we're also here to assist Victorians through natural disasters, pandemics and the 'invisible disaster' caused by the ongoing cost of living crisis.

Why we're right for you

Our people come for a career and stay for the mission!

You will join an organisation full of passionate and creative people who champion and invest in the vision of helping to fight for a food secure future for all Australians.

We strive for a diverse and inclusive workforce, fostering a culturally safe and supportive environment where everyone can bring their whole self to work.

Our locations span across metro and regional Victoria, but the warmth of our culture is unified across all sites.

What you'll be doing:

- Lead the development and execution of our Communications Strategy, aligning all messaging with our mission, goals, and brand voice.
- Create compelling content, collateral and communications materials for internal and external audiences – from newsletters and reports to media releases and stakeholder updates.
- Produce a weekly digest of research, articles, news pieces, social content for internal circulation.
- Produce and distribute all major reports including the FBV Annual Report, Feed It Forward Survey, and The Hunger Report.
- Oversee communications for the School Breakfast Clubs Program, ensuring alignment with Department of Education requirements.
- Collaborate with the Marketing & Communications Manager to integrate research findings into communication strategy, plans and initiatives.
- Explore innovative tools, including AI, to improve efficiency and impact in communications delivery.
- Champion brand consistency and quality, ensuring every message reflects our values, purpose, and tone of voice.
- Develop and implement stakeholder engagement plans to ensure effective communication and collaboration with all relevant parties
- Support the Marketing & Communications Manager in delivering Foodbank Victoria's media and public relations strategy
- Build partnerships with journalism/media schools to offer internships and frontline reporting opportunities to students.
- Represent Foodbank Victoria in various forums and events to promote the organisation's mission and initiatives.

Why you're right for us:

- You want to be a part of a brand that's been around for over 95 years and genuinely share our passion for our vision of healthy food for all.
- Able to live and breathe our values of empowerment, accountability, integrity, respect, diversity, and equality.
- A minimum of 5 years' experience in a similar role, preferably in the not-for-profit sector.
- A recognised university qualification in marketing, communications, public relations or advertising is required.
- Demonstrated successful experience in the creation and delivery of an organisation wide communications strategy.
- Excellent written and verbal communication skills.
- Proactive, self-motivated, and highly organised.
- Knowledge and passion of the food relief sector and related funding opportunities is desirable.

We can offer you:

- Access to salary packaging benefits to increase your take home pay
- Team member satisfaction rates above 80%
- An organisation focused on employee wellbeing
- Supportive team environment that embraces change and innovation

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.
- Email your application to employment@foodbankvictoria.org.au
- Applications to include an up-to-date resume and cover letter