

FOODBANK VICTORIA POSITION DESCRIPTION



POSITION	Marketing and Communications Officer – Schools
DEPARTMENT	Communications
LOCATION	Foodbank Yarraville
REPORTS TO	Marketing & Communications Manager
DIRECT REPORTS	Volunteers, when required.
KEY CONTACTS	Department of Education
DATE	March
AWARD & CLASSIFICATION	SCHADS, Level 4

ROLE PURPOSE

The Marketing and Communications Officer – Schools is responsible for developing engaging content and collateral, and managing communications activities related to our School Breakfast Club Program and Cooking Classes. The role also contributes to Foodbank Victoria’s marketing and communications activities and plans.

MAJOR ACCOUNTABILITIES

#1: Occupational Health and Safety

- Comply with all company policies, procedures, and code of conduct to enhance the organisation’s reputation and achieve company vision through meeting our legal, moral, and ethical obligations.
- Ensure that Occupational Health and Safety standards and procedures are followed by all employees, volunteers, and visitors within your department.
- Encourage continuous improvement in OHS practices by recommending changes and implementing agreed improvements.
- Maintain a safe work environment for yourself, customers, contractors and employees at all times.
- Lead by example and display an active commitment to company policy and OHS compliance.
- Identify and report all incidents and safety hazards so that the appropriate review and corrective action can be taken.

#2: Communications

<ul style="list-style-type: none"> • Manage updates to the School Breakfast Clubs Program (SBCP) website and FBV Schools landing page. • Manage email communications including writing, setting up and sending communications. • Source stories and produce content for a variety of purposes including digital, print, social media, and online channels. • Support media activities for Schools programs and other programs as required. 	<ul style="list-style-type: none"> • Manage program content on our website. • Promote the Schools Program to internal and external audiences and stakeholders. • Ensure all communications follow approval processes and are brand compliant prior to dissemination.
#3: Collateral and Resources	
<ul style="list-style-type: none"> • Develop engaging communications resources and marketing tools to support the goals of the Schools Program. • Develop and maintain relationships with internal and external suppliers and stakeholders. • Eight (one Cooking Class (CC) and one SBCP per term) newsletters per year – Edit, upload to Pardot and send to schools (initial ideas and content written by Food Programs team) • Eight (one CC and one SBCP per term) case studies per year – Edit, upload to Pardot and send to schools (initial ideas and content written by Food Programs team). 	<ul style="list-style-type: none"> • Coordinate, develop and assist the professional delivery of new communications tools as directed by the Food Programs team, such as webinars, podcasts, annual awards, CFC newsletters and more as they arise. • Ensure all internal and external suppliers and stakeholders are aware of, and comply with, the SBCP branding requirements. • Ensure all collateral, resources and packaging follow marketing and communications approval processes.
#4: Media and Social Media	
<ul style="list-style-type: none"> • Support media activities as required and identify potential media opportunities. • Draft media releases and briefing notes as required. • Develop and maintain relationships with journalists and media outlets. 	<ul style="list-style-type: none"> • Work with the Marketing Coordinator to produce Food Programs social media content. • Collaborate on ambassador strategies, social media activations and campaigns.
#5: Evaluation & Reporting	

<ul style="list-style-type: none"> • Support teams with evaluation and reporting activities on marketing and communications activities as required. • Analyse performance metrics for eDMs and other digital content and use insights to inform and improve future activities. 	<ul style="list-style-type: none"> • Monitor both traditional and social media activity results and use insights to inform future activities.
#6: Department of Education Reporting and metrics	
<ul style="list-style-type: none"> • Ensure all marketing and communications tools and resources required in the Department of Education (DE) SBCP annual plan are delivered in the correct timeframe. 	
#7: Administration	
<ul style="list-style-type: none"> • Provide administrative support to the Marketing & Communications Manager and School Programs Managers when requested. • Ensure digital subscriptions are maintained as required. 	<ul style="list-style-type: none"> • Ensure Salesforce is maintained with post-visit information.
#8: Self-Management	
<ul style="list-style-type: none"> • Positive participation in regular team meetings. • Inform team members and other departments of relevant information as appropriate. • Willingness to undertake training and development opportunities as appropriate. 	<ul style="list-style-type: none"> • Effective time management and organisational skills demonstrated through ability to meet deadlines. • Willingness to undertake other duties as required. • Demonstrate the Foodbank Victoria values of empowerment, accountability, respect, integrity, diversity and equality in all work activities.
TECHNICAL KNOWLEDGE	PERSONAL ATTRIBUTES

<ul style="list-style-type: none"> • Tertiary qualification or equivalent experience in the marketing/communications field. • Minimum 4 years' experience in a similar role. • Professional development training undertaken. • Hold and maintain a current driver's license and be prepared to drive. • Ability to obtain and maintain a valid Working with Children Check. • Willingness to undertake a criminal record check. • Ability and willingness to work outside normal office hours to support events/activities when required. • Demonstrated stakeholder management experience. • Ability to travel to metro and regional areas and work outside of standard hours when required. • Basic photography and video editing skills. • Experience using Salesforce, Pardot, WordPress, Adobe Pro, Photoshop, Illustrator, Premiere Pro, and CRM platforms. 	<ul style="list-style-type: none"> • 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. • Numerical and analytical skills. • Well-developed organisational and time management skills. • Excellent interpersonal skills, with an ability to develop positive working relationships with suppliers and stakeholders both internal and external.
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VALUES	FOUNDATION BEHAVIOURS
Empowerment	
	<ul style="list-style-type: none"> • We provide the opportunity for ourselves and others to experience the value of our work. • We recognise and celebrate our accomplishments. • We develop team members and each other.
Accountability	
	<ul style="list-style-type: none"> • We encourage review and promote continuous improvement & learning. • We accept mistakes and learn from them. • We encourage excellence.
Respect	
	<ul style="list-style-type: none"> • We are inclusive. • We allocate tasks that are fair and reasonable to achieve. • We encourage open, constructive feedback.
Integrity	
	<ul style="list-style-type: none"> • We do what we say we will do. • We call out an issue when it is evident. • We explain our decisions.
Equality	
	<ul style="list-style-type: none"> • We strive to foster a sense of belonging in our workplace.

	<ul style="list-style-type: none"> • We ensure all people we interact with feel welcome, and a part of our family. • We encourage people to be themselves.
Diversity	
	<ul style="list-style-type: none"> • We embrace diversity in all our people, their experiences, and points of view. • We recognise and encourage diversity in our workplace, in our programs and in the food, we provide to our partners. • We recognise and respect differences.