

Position Description

Marketing and Communications Officer - Schools



Foodbank Victoria

POSITION:	Marketing and Communications Officer - Schools	LOCATION:	Yarraville
		DIRECT REPORTS:	Volunteers when required
REPORTS TO:	Marketing and Communications Manager	APPROVED BY:	Chief Executive Officer - David McNamara
DATE PREPARED:	June 2022	CEO SIGNATURE:	

PURPOSE:

Whether it's everyday emergencies or in times of crisis, Foodbank Victoria has been providing vital food relief to vulnerable Victorians for more than 90 years. Through our network of over 450 charity partners across the State, we're able to provide 1.5 million meals a month to Victorians in need. And while supporting our charity 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 times of crisis.

Our vision is healthy food for all. We believe that all Victorians should have regular access to healthy food. That's why we work with partners right across the food and grocery sector, from farmers and growers right through to retailers, to source and rescue essential food and grocery items to redistribute to Victorians in need.

As we continue to grow, our Strategy FY23-27 is to take a more data influenced and place-based approach to increasing the volume of food that reaches vulnerable members of the Victorian community. In keeping with the ever changing demographic and geographic make-up of the state's population, we will develop bespoke Community Food Plans to best determine how to reduce food insecurity in each the state's 79 Local Government Areas. We will continue to support established community partners and develop programs and structures where there are none, ensuring that all those in need will be met with our three guiding principles. Dignity. Equity. Respect.

The position

The Marketing and Communications Officer - Schools is responsible for developing engaging content and collateral, and managing communications activities related to our Schools Programs. The role also contributes to Foodbank Victoria's marketing and communications activities and plans.

ACCOUNTABILITIES:

KEY RESULT AREA	PERFORMANCE STANDARDS
Communications	<ul style="list-style-type: none"> • Manage updates to the School Breakfast Club 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. • Provide input to internal communications channels.

	<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. 	
Collateral and resources	<ul style="list-style-type: none"> • Develop engaging communications resources to support the goals of the Schools Program. • Develop and maintain relationships with internal and external suppliers and stakeholders including DET. • Ensure all collateral, resources and packaging follow marketing and communications approval processes and are brand compliant. 	
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. • Produce engaging content for social media channels and website blogs. • Collaborate on ambassador strategies, social media activations and campaigns. 	
Evaluation and 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. • Monitor both traditional and social media activity results and use insights to inform future activities. 	
Administration	<ul style="list-style-type: none"> • Ensure that Salesforce is maintained with all relevant contact information and activity. • Provide administrative support to the Marketing & Communications Manager and School Programs Managers when requested. • Ensure digital subscriptions are maintained as required. 	
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. • 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, and integrity in all work activities. 	
Authorisation Level	<ul style="list-style-type: none"> • Prior approval from your manager is required for any single purchase or financial commitment of \$50 or more and/or any monthly purchase or financial commitment. In the absence of your Manager, approval of the CEO or two department managers is required. • All employment decisions must be approved by the CEO. 	
Physical Requirements	<ul style="list-style-type: none"> • Ability to perform standard office-based tasks including computer use. • Ability to lift items approximately 10kg weight. 	
KEY PERFORMANCE INDICATORS:		
PERFORMANCE & WEIGHTING	INDICATOR	MEASURES
1. Achievement of Key Results	<ul style="list-style-type: none"> • Collateral and resources 	<ul style="list-style-type: none"> • All collateral, resources and packaging developed consistent with brand guidelines;

	<ul style="list-style-type: none"> • Communications and Marketing Content and Collateral 	<ul style="list-style-type: none"> • All communications activities meet agreed timeframes and budgets. • Case studies, videos, recipe sheets, brochures, and promotional materials achieve their purpose. • Website up to date and consistent with communication strategy.
	<ul style="list-style-type: none"> • Positive Media messages 	<ul style="list-style-type: none"> • Media contacts being developed in Salesforce. • Evidence of positive and managed media engagement.
2. FBV Values and Policies	<ul style="list-style-type: none"> • Ensure a safe and healthy working environment. • Treat fellow staff, clients, suppliers, all others and the environment with dignity, courtesy, and respect. • Uphold the principles of equal opportunity and maintain an inclusive workplace free of discrimination, harassment & bullying. • Accept responsibility and accountability for our actions, work performance and the use of property. • Act in ways that maintain our integrity, reputation, and the confidentiality of information of all stakeholders. • Act in the spirit, as well as the letter, of the law and Foodbank Victoria's policies. • Report and act upon any known violations of Foodbank Victoria policies. 	<ul style="list-style-type: none"> • 100% compliance with Foodbank Victoria's policies and procedures. • Take part in 1 internal workplace audit every 12 months. • No reported breaches in confidentiality. • All known violations of these FBV guidelines reported to line manager.
3. Team Performance	<ul style="list-style-type: none"> • Provide a flexible and stimulating workplace that encourages honest and effective communication. • Nurture a culture of mutual trust, support, and encouragement where everyone's contribution is recognised equally. • Commit to the achievement of Foodbank Victoria's goals and objectives in a manner that promotes enjoyment and satisfaction in our work. • Celebrate excellence. 	<ul style="list-style-type: none"> • >90% Team meetings attended. • Training programs are achieved. • Review discussions completed.

	<ul style="list-style-type: none"> Act and communicate ethically with all stakeholders. Adhere to ethical purchasing procedures. Avoid all conflicts of interest. 		
BEHAVIOURAL COMPETENCIES:		REQUIRED (yes/no)	PRIORITY (H,M,L)
<i>Conceptual Thinking</i> - Considers how things fit together. Sees patterns or trends, makes the complex simple.		Y	H
<i>Acting Decisively</i> - Takes action despite obstacles. Makes decisions quickly and in a crisis.		Y	H
<i>Strategic Orientation</i> - Understands, contributes to, and aligns work/priorities to strategic business strategies.		Y	M
<i>Focus On Improvement</i> - Sets and works to meet stretching goals. Makes improvements to systems and own work methods.		Y	H
<i>Impact And Influence</i> - Knows own impact and able to persuade others and build alliances.		Y	H
<i>Customer Service Orientation</i> - Takes personal responsibility for customer satisfaction. Addresses customer needs.		Y	H
<i>Leadership</i> - Promotes team effectiveness. Facilitates involvement, removes roadblocks, and shares a compelling vision.		Y	M
<i>Developing And Coaching Others</i> - Gives guidance and feedback. Creates development opportunities and helps others to grow and develop.		N	
<i>Self-Management</i> - Knows own reactions and feelings, able to respond calmly and manage stress effectively, operates with honesty and integrity.		Y	H
<i>Teamwork and Co-operation</i> - Co-operates and participates positively in the team. Values and encourages others input.		Y	H
<i>Commercial Acumen</i> - Understands key business drivers and marketplace. Able to anticipate trends. Seeks to broaden own knowledge.		Y	M
<i>Flexibility</i> - Looks for alternatives, tries new methods, learns new skills, and takes on different roles.		Y	M
KEY SELECTION CRITERIA:			
QUALIFICATIONS	EXPERIENCE	COMPETENCIES	
<ul style="list-style-type: none"> Tertiary qualification or equivalent experience in marketing/communications field. Hold and maintain a current driver's license and be prepared to drive. Willingness to undertake a criminal record check. Ability and willingness to work outside normal office hours to support events/activities when required. 	<ul style="list-style-type: none"> Minimum 4 years' experience in a similar role. Excellent written and verbal communication skills. Excellent attention to detail. Organisation and time management skills. Ability to work independently and positively within a team environment. Experience using Salesforce, Pardot, WordPress, Adobe Pro, Photoshop, Illustrator, Premiere Pro, and CRM platforms. 	<ul style="list-style-type: none"> Seeks feedback and responds appropriately. Copes with change, effectively. Takes initiative. Works diligently to meet and exceed accountabilities. Makes others feel valued. Is reliable, consistent and fulfils commitments. Maintains confidentiality. Seeks feedback and responds appropriately. Takes initiative. Works collaboratively and makes others feel valued. 	

	<ul style="list-style-type: none"> • Excellent interpersonal skills, with an ability to develop positive working relationships with suppliers and stakeholders both internal and external. 	<ul style="list-style-type: none"> • Plans and organises work efficiently and effectively. • Understands our audiences and how we operate. • Identifies opportunities to grow or improve the organisation. • Resourceful. • Innovative.
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I have read, understand, and agree to this position description:

Name:	
Signature:	
Date:	