

Position description	
Position title:	Communications Coordinator
Business unit/Department:	Fundraising and Communications
Type of employment:	Full-time
Effective date:	July 2020
Remuneration:	SCHADS Award 2010 SACS Level 5

Responsibilities	
Your Purpose:	<p>Develop engaging communications that inspire support for Hutt St Centre.</p> <p>You will be the champion storyteller within Hutt St Centre and create content that will be re-purposed across platforms including direct marketing, email marketing, website, digital and social media.</p> <p>This role includes interviewing people with lived experience of homelessness, and case managers/workers, and writing their stories to create awareness, articulate the organisation's impact, and inspire fundraising.</p> <p>It's a diverse role with exposure across the fundraising and communications portfolio activities. You will be a central part of our small team, who have interlinked roles to achieve our goals, and integral to executing a high level of activity.</p>
Our Purpose:	<p>Hutt St Centre's purpose is to help end homelessness for every person who walks through our doors. We offer a place of choice, opportunity and change, helping people facing homelessness to rebuild their lives, with care and without judgement.</p>
Fundraising and Communications Team's Purpose	<p>This position works as part of the team responsible for generating income from fundraising activities including individual donor programs, events, appeals, community fundraising, corporate partnerships and relations, trusts and foundations, and bequests.</p> <p>Our purpose is to develop and deliver strategic communications activities to maximise fundraising income and awareness of Hutt St Centre across external and internal markets.</p>

	The team is integral to the Centre as it generates much-needed funds to support operational activity that would otherwise not be funded.
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Duties	
Content development	<ul style="list-style-type: none"> • Research, plan and write compelling communications for diverse audiences and channels • Develop and maintain content library where powerful stories, impacts, images and consents are up-to-date • Coordinate photoshoots and video production to tell our stories and share our impact for fundraising and brand communications
Appeals	<ul style="list-style-type: none"> • Research and develop case studies and content for direct marketing appeals including major fundraising appeals and regular giving programs • Source and develop stories, impacts and images for donor newsletters and communications
Campaigns	<p>Walk a Mile in My Boots</p> <ul style="list-style-type: none"> • Uncover impactful real life and participant stories that can be leveraged to drive participation, fundraising and to build awareness, across media and social media • Coordinate and implement the marketing and communication plan for our major signature event • Contribute to and support social media content and engagement activities • Provide stewardship and support for peer to peer event participants, including technical support for online fundraising <p>Other campaigns and events</p> <ul style="list-style-type: none"> • Source and develop stories, impacts and images for case for support proposals, bequest program, major gift and corporate proposals • Assist with communication requirements for other fundraising events such as business lunch, donor recognition & stewardship functions

Brand & Reputation	<ul style="list-style-type: none"> • Cultivate purpose-driven communications content for traditional, social and digital channels to promote Hutt St Centre and its services and values to a diverse range of stakeholders • Plan and produce content for social media that is engaging, respond and engage with our audiences, and analyse performance • Produce content for the website and ensure information is current, manage the CMS and liaise with developers on maintenance issues or new functionality, to ensure efficient running of the system • Coordinate external communications documents including annual reports, annual plans and impact statements • Support the People and Culture team with the development of content and publications • Assist with the development of content and collateral for Client Services program areas
Operations & Projects	<ul style="list-style-type: none"> • Conduct all activities in accordance with relevant regulations and legislations as determined by governing bodies and organisational policies and procedures. • Undertake other administrative tasks and responsibilities as required.
Relationships	<ul style="list-style-type: none"> • Build relationships and engage with all areas of the organisation to uncover the most up-to-date and engaging stories to ensure our supporters are connected with the work we do • Work with internal teams to source stories and evidence to articulate the organisation's impact • Attend or support, as appropriate, internal events, activities and team meetings to help tell our story • Actively contribute to team's activities and outputs and take a shared responsibility for the achievement of team outcomes • Support / attend team functions and activities as required
Reporting relationships:	<p>Direct: Marketing and Fundraising Manager</p> <p>Indirect: General Manager, Fundraising and Communications</p>

Qualifications	
Education/Qualifications	<p>Tertiary qualifications in communications, marketing or a related discipline, or an equivalent combination of relevant experience and education, ideally in a marketing or fundraising environment.</p> <p>A satisfactory police check is essential. A current driver's licence is essential.</p>
Knowledge and skills	

Essential knowledge, skills, experience	<ul style="list-style-type: none"> • Demonstrated experience in researching and writing across various channels including newsletters, web, social media, EDMs, letters and stories. • Demonstrated experience in creating engaging content across traditional and digital channels using skills such as concepting, copywriting, editing, imagery and video integration. • Experience in proof reading, with excellent attention to detail • High-level relationship building skills, with the ability to build rapport and listen empathetically. • Demonstrated experience in content development and planning for social media and websites • Experience in using social media, publishing systems (eg Hootsuite) and website content management systems, effectively • Time management and prioritisation is essential and you must excel at managing multiple projects, stakeholders and deadlines
Attitude	<ul style="list-style-type: none"> • Solutions orientated – looks to overcome setbacks with good grace and a positive, forward thinking attitude • Initiative and flexibility to positively adjust to changing requirements and situations • The drive to work effectively, and collaboratively, with other team members, ensuring that you are meeting your deadlines at all times • A drive to achieve the best outcomes for Hutt St Centre and the people we are supporting to help end their homelessness • Flexibility to work outside normal office hours from time to time in peak periods.
Desirable knowledge, skills, experience	<ul style="list-style-type: none"> • Experience with Adobe InDesign, Photoshop and other creative suite programs. • Experience with Mailchimp, Autopilot, or similar, or a willingness to learn • Broad understanding of fundraising tactics as they apply to communications outputs • An understanding of the not-for-profit environment and the homeless sector.

Due to the seasonal nature of our portfolio of projects we experience periods of heavy workload from May to August. Flexibility to work out of hours and for extended hours during peak periods as approved by Manager. Time off in lieu may apply.

Potential copy for ad

We're looking for a skilled professional with intuition, enthusiasm and flexibility to deliver engaging marketing and communications. This hands-on position will best suit a creative and empathetic thinker who can utilise both digital and traditional channels to champion the voice of lived experience, to help make a real difference in our community.

Working knowledge of current digital communication channels, software and applications