



THE JUNCTION NEIGHBOURHOOD CENTRE INC (JNC) JOB DESCRIPTION

MARKETING AND COMMUNICATIONS COORDINATOR

Job title	Marketing and Communications Coordinator
Program	JNC Operations
Date	16 June 2017
Reporting and requirements	Reports to: General Manager Direct Reports: None Member of: Coordinators and Managers' Team
Status	Fixed term, part time contract to 30 June 2018
Hours	21-24 hours per week over 3 to 4 days per week
Award and Level	Social, Community, Home Care and Disability Services (SCHADS) Award Award Level 4 transitioned from NSW SACS Award Grade 3 Attractive above award salary and conditions
Location	Predominantly based at Maroubra with some work at Randwick, Bondi Junction and Glebe

Purpose of Position

To work collaboratively with the General Manager, Management Team and Program Teams with responsibility for the JNC's external communications and marketing. To promote JNC services, programs, activities, events and achievements to stakeholders and the general public.

Responsibilities

In accordance with JNC policies and procedures and program processes and systems:

Planning, budgeting and reporting	<ul style="list-style-type: none"> Actively participate in the development of the JNC's Strategic Plan Facilitate and actively participate in Marketing Strategy planning to ensure it meets the needs of JNC programs and contracts and contributes to the goals of The JNC Develop marketing plans, campaign calendar and provide quarterly progress reports Participate in the implementation of risk management planning processes Develop budgets for program costs for marketing projects, monitor expenditure monthly and provide quarterly reports Financial decision making under delegation Timely completion and presentation of data and performance reports to the General Manager and Management Team
Coordinate service delivery and development: marketing and	<ul style="list-style-type: none"> Develop and implement JNC promotional strategies and tools in collaboration with the General Manager, Management Team and JNC program teams Develop and implement marketing strategies to promote JNC services, events and achievements in an accessible manner to stakeholders and influencers Develop and review procedures for JNC's communications work

communications	<ul style="list-style-type: none"> • Maintain and update The JNC website, including Monthly Calendar, ensuring all details are accurate and relevant • Promote The JNC accurately and professionally and maintain social media channels, in particular Facebook, Twitter and Instagram, ensuring that content is accessible, culturally appropriate, and complies with any relevant legislation including copyright and privacy laws under guidance of General Manager • Produce effective and attractive promotional tools that ensure clear and professional messages • Ensure marketing messages and The JNC brand is consistently executed • Raise complaints and stakeholder issues with the General Manager
Networking, external communications and partnerships	<ul style="list-style-type: none"> • Oversee and implement collaborative approaches across JNC in development of marketing strategies for the organization to ensure effective and accurate communication messages • Coordinate a collaborative approach to JNC's promotion and external communications seeking input from internal stakeholders on communications strategies • Communicate with key stakeholders, other service providers and the community to promote the work of the JNC and build positive relationships • Oversee and develop key JNC communications tools including newsletter, flyers, social media, press releases for local papers and other key communications • Provide leadership in community events that promote ideals of co-operation, diversity, social inclusion and participation • In conjunction with the General Manager, participate in the development of local media connections, networks
Team work	<ul style="list-style-type: none"> • Actively participate in teamwork in the JNC • Complete Performance Development Plans (PDP) with the General Manager • Participate actively in supervision, support and training and debriefing • Provide effective support and supervision for volunteers in the team
Lead development of a positive, collaborative and respectful culture	<ul style="list-style-type: none"> • Actively participate in building a positive work culture and wellbeing of staff • Promote and actively model JNC values, Core Principles and Code of Conduct to all staff, clients, partners and stakeholders
Active participation in the organisation	<ul style="list-style-type: none"> • Implement policies and procedures at organisation wide and program specific levels and be aware of and comply with all organizational policies and procedures and compliance with WHS, Child Protection, EEO, Copyright and other legal requirements. • Contribute to JNC meeting Work Health & Safety (WHS) requirements, that self and staff team are responsible for reading, understanding and abiding by the organisation's WHS policies • Take reasonable care of the health and safety of self and others and co-operate with the Management Committee and Leadership Team in its efforts to comply with WHS requirements. • Liaise with other employees to ensure health, safety and welfare at work, provide and maintain safe places of work, equipment and systems of work under WHS legislation. • Provide input to the collection of organisation wide statistics • Actively participate in professional development and training and in JNC wide staff meetings and staff development activities

Performance measures

- Accuracy, up to date and consistent use of brand
- Timelines and deadlines all met
- Campaign calendar is developed and delivered
- Demonstrated commitment to JNC Values, Core Principles, policies and procedures

Selection Criteria

Essential Criteria

1. Commitment to the values of The JNC
2. Understanding of marketing concepts in relation to the community sector
3. Proven ability to implement, monitor and review strategic marketing and communications strategies
4. Demonstrated skills and experience in use and maintenance of a wide range of web, social media and paper based communication and promotion tools
5. Strong interpersonal and communication skills applied across the spectrum of stakeholder relationships – from individual to corporate
6. Strong written communication skills across multiple platforms
7. Problem solving and time management skills
8. High level computer/IT skills in particular Office, email and internet as well as website management and design software
9. Commitment to continuous quality improvement
10. Relevant tertiary qualifications in marketing and communications and/or demonstrated equivalent experience
11. Minimum 5 years industry experience in a similar role, preferably in the not for profit sector

Desirable

12. Knowledge of updating web content on Wordpress
13. Knowledge of Adobe software including InDesign and Canva
14. Knowledge of the demographics and communities in Eastern Sydney and City of Sydney
15. Current Drivers Licence Class C
16. Access to a reliable car with full comprehensive insurance

Applicants must be willing to have a Police Check and provide a Working With Children Check for clearance.

About The Junction Neighbourhood Centre

Strengthening communities and building connections

Our Vision

The vision is for The Junction Neighbourhood Centre to contribute to, and be part of a community that works together for reconciliation, fairness, justice, acceptance and tolerance for all.

Our Values

The Junction Neighbourhood Centre believes in these values:

Social justice	People have fair and equitable access to opportunities, resources and quality, enabling services that make a positive difference in their lives
Participation	Everyone can be involved in community life and to have a say in decisions that affect them

Respect	People acknowledge and value the strengths and capacities of others, the community celebrates diversity and we strengthen our commitment to reconciliation.
Collaboration	Working together with communities and partners on common issues to enhance the quality and sustainability of our services in the community.
Accountability and professionalism	Delivery of quality client services with accountability for our work and responsive communication.

Core Principles for the JNC staff team

Principle	Key Behaviours
Cultural Inclusiveness	<ul style="list-style-type: none"> ▪ We abide by the principles of Cultural Safety, developing and demonstrating awareness and acceptance of culture, identity and beliefs. ▪ We incorporate this awareness into workplace practices so that staff and clients feel safe, respected and valued. ▪ We accept mutual responsibility for sharing relevant knowledge, meaning and experiences to support our inclusive culture.
Respect	<ul style="list-style-type: none"> ▪ We enable a positive, inclusive and fair workplace. ▪ We value our work, ourselves and others. ▪ We treat each other and our clients with dignity at all times. ▪ We acknowledge each other's contribution to the success of the organisation.
Working Together	<ul style="list-style-type: none"> ▪ We share information, knowledge and skills across the organization. ▪ We create safe spaces to voice and hear opinions. ▪ We participate equally and cooperatively in partnerships. ▪ We build trust with a focus on integrity.
Learning & Growth	<ul style="list-style-type: none"> ▪ We adapt to change and new ways of doing business, and respond to challenges as opportunities. ▪ We take initiative in keeping our professional skills and knowledge up-to-date. ▪ We continually improve through innovation and creativity. ▪ We are proactive in our work. ▪ We each contribute to organisational sustainability.
Professionalism & Accountability	<ul style="list-style-type: none"> ▪ We deliver quality client services and provide exceptional customer service. ▪ We account for our work, accept responsibility for our own performance and disclose results in a transparent manner. ▪ We comply with JNC's policies and procedures. ▪ We are responsive, open and respectful when communicating with colleagues and other stakeholders.

What we do

The Junction Neighbourhood Centre (JNC) provides a diverse range of community services and programs for the communities in Eastern Sydney, with a focus on people who are socially isolated, disadvantaged and vulnerable. As a not for profit organisation operating for over 40 years the focus of our work is in strengthening communities and creating connections. We have community centres in Maroubra, Randwick, Bondi Junction and Glebe which provide community information and places for the community to meet and participate in a wide range of groups, classes and programs. We have capacity building projects targeting the Aboriginal and Torres Strait Islander communities and people who are socially isolated. We also offer specialised services for older people, people who have a disability and their carers, for families with children under 13 and training and volunteer referral services for agencies in the region.

More details about our programs and services can be found at www.jnc.org.au

Additional information about employment at the JNC

- The Junction Neighbourhood Centre is an equal opportunity employer
- Aboriginal and Torres Strait Islander people and people who speak languages other than English are encouraged to apply
- While each position has a regular location, staff may be required to work at any of our centres: Maroubra, Randwick, Bondi Junction and Glebe
- Employment is subject to the satisfactory completion of a Police Check and providing a Working with Children Check clearance
- In the context of our Work Health and Safety policy and practices, all employees are required to carry out their duties in a manner that does not adversely affect their own health and safety and the health and safety of others, by reporting all incidents and injuries, following procedures and any measures introduced in the workplace to improve WHS
- Salary packaging is available after completion of the probation period for all permanent and fixed term contract positions