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| **POSITION DESCRIPTION** | | | |
| **POSITION TITLE:** | Communications Coordinator | | |
|  | Full time | | |
| **NAME OF POSITION HOLDER**: | To be determined | | |
| **SIGNATURE**: |  | | |
| **TITLE OF SUPERVISOR:** | Director, Communications | | |
| **NAME OF SUPERVISOR**: |  | | |
| **SIGNATURE**: |  | | |
|  |  |  |  |
| For office use only |  | | |
| Position Number: |  | | |
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# 1 PURPOSE OF POSITION

The position of Communications Coordinator is responsible for:

1. Ensuring excellent marketing and communications support is provided to our wide network of donors, fundraisers and Auxiliaries.
2. Working closely, swiftly and with flexibility under the direction of the Director, Communications in the planning and creation of a wide range of marketing and communications campaigns and initiatives
3. Developing the online environment into a leading marketing tool
4. Contributing to the organisation and playing an important role in fulfilling the goals of The Royal Children’s Hospital (RCH) Foundation’s communications strategy

# 2 ORGANISATIONAL RELATIONSHIPS

* Supervisor: Director, Communications
* Positions that also report to Supervisor:
  + Communications Coordinator
  + Graphic Designer
* Positions that report to this position: n/a

# 3 ORGANISATIONAL CONTEXT OF POSITION

Founded in 1989, the RCH Foundation is the fundraising arm of the RCH, one of the world’s leading children’s hospitals. The RCH Foundation has the vital role of raising and distributing donated funds to the hospital. While a legally separate organisation the RCH Foundation works closely with the RCH in achieving its vision.

Generous community support helps to sustain the hospital’s role as an international leader tackling some of the world's biggest health issues, and the Foundation supports a vast network of fundraisers and donors. Donated funds drive the hospital’s growth, are utilised for purposes of medical excellence, and support only the most innovative, life-changing programs and initiatives – that would otherwise not exist - in the areas of research, leadership, training, technology, equipment, and patient and family centred care.

**Vision** We are The Royal Children’s Hospital Foundation and we are changing the future of children’s health. Our vision is that the RCH, founded in philanthropy, supported now and into the future will have the capacity to transform healthcare for children and young people

**Mission** We inspire our community to invest in the hospital’s future by supporting care, treatment, research and learning that will improve the lives of young people and their families.

**Values**

Integrity

*Moral, Ethical, Honest, Transparent and Trustworthy*

We show integrity in all our interactions. We build trust with our communities by being transparent and by respecting our donors, suppliers and colleagues.

Gratitude

*Gratitude and appreciation guide what we do*

We are grateful to work in an organisation where young lives are being changed. We appreciate the generosity of our donors, the support of our colleagues and the respect of our community. We are grateful for the love the community demonstrates for our children.

Innovation

*Change and creativity are central to who we are*

We empower each other to explore new ways to innovate and change. We support medical innovation and we enable the RCH to break new ground.

Excellence

*Beyond best practice*

We hold ourselves to the highest standard. We are professionals in our field with a burning desire to pursue excellence. Our action orientation coupled with reflective practice drives growth and leads to significant impact for the hospital and our donors.

# 4 NATURE AND SCOPE OF POSITION

**4.1 Work Performed**

* The role of Communications Coordinator is to work with the Communications Team towards developing best practice communications and marketing strategies that lead to greater support of the hospital
* The role is responsible for supporting fundraising activities undertaken within and for the RCH Foundation; which will include utilising a range of communications channels including newsletters, website, social media, eDMs and printed publications
* As part of a small team, the Communications Coordinator must be pro-active and hands on, with the ability to respond to requests swiftly
* The Communications Coordinator will show initiative and take responsibility for coordinating projects under the direction of the Director, Communications, while not losing sight of competing priorities and higher level communications objectives
* It is important to note that due to the nature of working in a small, lean team, flexibility is required, and the role will be fast-paced and enjoy a high level of variety.

**4.2 Challenges and problem solving**

Challenges facing the position may include:

* The need to be both hands-on and future directed at the same time
* To find creative solutions in order to provide excellent support to supporters within lean resources
* To bring consistency and professionalism to communications and marketing messaging and materials
* The need to identify improvement opportunities, streamlined systems and organisational procedures for the organisation and assist in implementing them

**4.3 Decision-making**

The Communications Coordinator will:

* Take support, advice and direction from the Director, Communications
* Adhere to, seek and coordinate appropriate approval procedures from relevant stakeholders for all projects
* Maintain independence in day to day work practice, take responsibility for the development and implementation of agreed communications and marketing projects to ensure successful outcomes
* Work in close collaboration with the wider team, and with the support of the Communications Manager, make decisions within the scope of marketing and communications briefs and requests

**4.4 Organisational Communications and Representation**

**Internal**

* RCH Foundation – act in accord with the RCH Foundation’s values and join in our flexible, supportive and passionate working environment with good humour and positive attitude
* RCH – develop and maintain good working relationships with departments of the hospital and external suppliers ensuring smooth communications and increased awareness of the RCH Foundation.

**External**

* Local, national and international networks – play a role building connections between the RCH Foundation and the wider health, fundraising, volunteer, not-for-profit, corporate sectors
* Represent the Director, Communications and/or the RCH Foundation where requested and required.

# 5 KEY ACCOUNTABILITIES

**Communications and Marketing**

* The delivery of an efficient, cost-effective and customer focused marketing and communications support service
* Taking responsibility for marketing and communications campaigns and projects, with the support of the Director, Communications
* Write, edit and proof a wide variety of professional marketing materials for the RCH Foundation itself and fundraising projects across digital and print - usually working to tight deadlines. Including but not limited to:
  + Marketing collateral, e.g. brochures, fliers, invitations, donation aids, information kits, presentations
  + Stories, blog posts and newsletters for a variety of audiences
  + Contribute to the RCH Foundation’s news feed and social media presence, including Facebook, website and intranet
* Support the delivery of physical and virtual events as part of the team, including communications, planning, speech writing and delivery
* Take a hands on approach to communications delivery, including working across a range of platforms e.g. social media, Wordpress, Campaign Monitor and Canva
* Enthusiastically embrace variety in the role; an ability to work on large complex projects, and smaller, simple ones
* Play your part in fulfilling the goals of the RCH Foundation’s communications strategy
* Work with the team to develop systems and procedures where appropriate
* Maintain a knowledge base of the industry. Research and review trends, methods, strategies and new technologies to ensure the highest level of service. Always look for new opportunities to innovate.

**Brand-keeping**

* Understanding of the importance of, and possess capability to work within established brand guidelines, as well as an ability to interpret and grow the visual aspect of the brand
* Champion the maintenance of brand guidelines to ensure production of professional and consistent branding and communication materials for the RCH Foundation

# 6 SELECTION CRITERIA - KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

**Essential**

* Minimum two year experience in a hands-on practical marketing and communications role
* Proven high level writing skills for communications purposes including annual reports, website, events and social media (please attach examples to your application)
* Demonstrable experience in developing and executing communications and marketing campaigns, from inception to completion of a project
* A thorough understanding of, and interest in, social media and the online space
* Demonstrable experience building and developing positive working relationships with a wide variety of internal and external stakeholders
* Demonstrable ability to display initiative, manage priorities, deal with multiple stakeholders, take responsibility for projects and show a proactive attitude
* Advanced knowledge of Microsoft Office Suite
* Clear understanding of and personal commitment to the mission and values of the RCH Foundation

**Desirable**

* Tertiary qualifications in communications and or marketing
* Experience in, and appetite for digital communications and innovation, including social media campaigns, video and digital storytelling, across platforms including Wordpress, Campaign Monitor, Facebook Business Manager and Canva
* Experience in non-profit/charity industry, and/or working with volunteers, will be looked upon favourably

# 7 TERMS AND CONDITIONS

* The position is offered as a fixed term, full time contract until December 2022
* The role is based at the RCH Foundation office in Parkville, with flexible working arrangements to allow for working from home throughout the week
* There will be a requirement to work outside of normal hours on limited occasion for fundraising events and activities. Allowance is made for reasonable time-in-lieu. Flexible working hours and conditions are offered
* An attractive remuneration package, including salary packaging is available. Leave entitlements as per national standards.

# 8 KEY PERFORMANCE INDICATORS

To be developed with a personal work plan.

# AGREEMENT TO THIS POSITION DESCRIPTION – to be filled out by the successful applicant

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| Signed for and on behalf of Sue Hunt, Executive Director, The Royal Children’s Hospital Foundation | Signed by the Appointee  Appointee Name: |
| Signature: | Signature: |
| Date: | Date: |

**MORE INFORMATION AND HOW TO APPLY**

* Applications must address the Selection Criteria in the position description. Applications that do not address the Selection Criteria will not be considered.
* For further information or queries about this role, please contact Laura Sullivan, Communications Manager on 03 9345 4206 or laura.sullivan@rch.org.au
* Please include your CV, the names and contact details of three referees, your response to the Selection Criteria and examples of writing skills for communications purposes.
* Apply by 5pm Friday 18 June: <https://www.rchfoundation.org.au/about/careers/>