

POSITION DESCRIPTION

Marketing and Communications Officer

EFT:	Full time (Part-time considered), 12 month contract
Portfolio:	Marketing and Communications
Reports to:	Marketing and Communications Team Lead

About Infoxchange

Infoxchange is a not-for-profit social enterprise that has delivered technology for social justice for 30 years. With over 130 staff across Australia and New Zealand we tackle the biggest social challenges through the smart and creative use of technology.

We work with community, government and corporate partners to solve family violence, homelessness, mental health and issues facing people with disabilities, the elderly, Aboriginal, Torres Strait Islander, Maori and Pasifika communities.

Our products and services are used by 8,800 organisations across the community sector. We provide the right tools to improve efficiency and deliver greater impact – from nation-wide case management and service coordination systems to IT services and advice for individual organisations.

Our community programs focus on digital inclusion – using technology to improve the lives of people experiencing disadvantage, driving social inclusion and creating stronger communities. We believe no-one should be left behind in today's digital world.

In November 2018, Infoxchange joined forces with Connecting Up to create Australia and New Zealand's leading not-for-profit dedicated to using technology to improve the lives of people experiencing disadvantage and the organisations that support them.

The integration brings together 150 staff members working to support more than 30,000 not-for-profits and over 2 million people in need each year across Australia and New Zealand.

Connecting Up has become a subsidiary of Infoxchange and will continue to trade as TechSoup New Zealand to serve the not-for-profit sector in New Zealand.

About the role

We're looking for a creative and passionate Marketing and Communications Officer to join our hard-working team.

You're someone who has a passion for storytelling, who lives and breathes digital media and loves knowing the latest trends. You're a bit of an all-rounder, but you're a particularly strong writer and you know how to connect with diverse audiences for the greatest impact.

You've had a bit of experience in a similar role, but now you're ready to really sink your teeth into some exciting new challenges.

We have some great projects coming up in 2020, and we're looking for an enthusiastic self-starter who can hit the ground running to help us reach more people than ever before with our marketing and comms activities.

In this role you will create and curate a wide range of content, using multiple platforms and formats to engage and retain our audiences. You'll also work closely with our Corporate Services team to develop engaging and effective internal communications that contribute to Infoxchange's friendly, welcoming and supportive culture.

We're looking for someone who is friendly with a sense of humour, who can thrive in a fast-paced environment and who has a passion for social justice. If you love tech, even better. Your role will support the overall marketing and communications strategy and help us deliver Infoxchange's vision.

Key working relationships

Internal

- Marketing and Communications Team Lead (manager)
- Marketing and Communications Officer and Digital Marketing Coordinator
- Corporate Services team
- Social Innovation and Digital Inclusion team

External

- Community, government and corporate partners
- Creative agencies

Key duties and responsibilities

- Work with other members of the Marketing and Communications team to develop engaging marketing content, including blogs, social media content, printed collateral, EDMs and case studies.
- Work closely with the Corporate Services team to develop engaging and effective internal communications across the Infoxchange Group.
- Proactively source story ideas relevant to our audiences
- Collaborate with internal stakeholders to support events and conferences.
- Collaborate with internal and external stakeholders to update website content in a timely manner.
- Contribute to the marketing communications strategy and planning, and help identify opportunities to improve the quality, reach and impact of our marketing and communications output.

Key selection criteria

Essential

- Demonstrated experience in a similar role, and tertiary qualifications in communications, marketing, journalism or similar.
- Excellent writing skills with the ability to write interesting and engaging copy, and strong editing skills.
- Demonstrated experience developing content for social media and managing social media channels.
- Ability to prioritise tasks in a deadline-driven environment.

- Ability to adapt quickly, think on your feet and come up with new and exciting ways of doing things.
- Passion for social justice and/or experience working in the not-for-profit sector.

Desirable

- Experience using Adobe Creative suite, especially Photoshop, InDesign and Illustrator
- Experience using email marketing tools such as MailChimp or Campaign Monitor

Please accompany your application with two or three examples of your writing.

Applications that don't respond to the selection criteria will not be considered.

Employment conditions

- » Located at the Infoxchange Melbourne office
- » Terms and conditions as per employment contract.
- » Standard hours as per contract, with some flexibility required.
- » Must complete a criminal records check.