

# POSITION DESCRIPTION

## Media and Communications Coordinator

EFT:	Full time, 12 month contract
Portfolio:	Communications & Marketing
Reports to:	Team Lead – Marketing and Comms

### About Infoxchange

Infoxchange is a not-for-profit social enterprise that has been delivering technology for social justice for over 30 years. With 180 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 challenges around homelessness, family violence, mental health and disability, as well as supporting Indigenous communities, women, youth and families.

Our products and services are used by over 24,000 organisations across the community sector. We provide the right tools to improve efficiency and deliver greater impact – from nation-wide service coordination systems to IT advice for individual organisations.

And through our work in digital inclusion and social innovation we use technology to empower 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 (which operates in NZ as TechSoup New Zealand) to form the Infoxchange Group. Together, we are 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.

Read more about Infoxchange in our annual report at <https://infoxchange.org/2020>

### About the role

We have an exciting opportunity for a passionate and motivated Media and Communications Coordinator to join our Infoxchange (IX) Group Marketing and Communications Team.

We're looking for an expert communicator and writer with a deep understanding of the key drivers and objectives of the not-for-profit and/or government sectors.

You are someone that has strong media contacts with major national and metropolitan, government, technology, opinion and not-for-profit sector journalists and editors. You know exactly how to angle a story to engage audiences and influence Government policy and opinion.

In this role you will work across multiple platforms to develop communications for two audiences: the media and Infoxchange internal staff. Working with the media, your aim will be to profile and position Infoxchange as a national thought leader in the Australian technology for social justice space by generating media coverage through media releases, op-eds and interviews. You will also work with the People and Culture team to develop and deliver regular internal communications, with the aim of keeping staff engaged as active advocates of the Infoxchange Group.

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

## Key working relationships

### Internal

- » Marketing and Communications Team Lead (line manager)
- » Marketing and Communications Team
- » People and Culture Team
- » Senior Leadership Team and Executive Leadership Team

### External

- » Media
- » Community, government and corporate partners
- » Creative agencies and suppliers

## Key duties and responsibilities

- » Develop a media plan to position the Infoxchange Group as a national thought leader in the Australian technology for social justice space.
- » Write and distribute media releases and op-eds.
- » Develop quality and strategic relationships with national and metro media across government, technology, opinion and the not-for-profit sector.
- » Pitch regular story and op-ed opportunities to the media which align with IX brand and business objectives, as well as increase brand awareness, generate leads and educate audiences about our products and services and influence government policy and opinion.
- » Develop and deliver media training for all IX senior leadership and executive staff.
- » Assist the Corporate Services Team to review and develop key internal communications systems, including the staff Intranet
- » Work with the People and Culture team to develop and deliver an internal communications plan that identifies ways to positively engage staff across email, Yammer, social media, the staff intranet and other channels.
- » Write and develop communications for staff newsletters, awards, presentations, and surveys as well as the staff conference and other ad hoc communications.
- » Work with the marcomms team, IX staff and external suppliers to lead the production of the Infoxchange annual report.
- » Support the IX marcomms teams with comms projects when needed.

- » Contribute to and maintain website content.

## Key selection criteria

### To succeed in this role at Infoxchange, you will have/be:

- » At least 5 years' experience in media and communications and a tertiary qualification in journalism and/or communications.
- » Confident journalistic style writer with strong editing skills and attention to detail.
- » Strong and established contacts with national and metro media across government, opinion and the not-for-profit sector.
- » Experience working with and an understanding of the key drivers and objectives of government and not-for-profits.
- » Ability to prioritise tasks in a deadline-driven environment, to think on your feet, adapt quickly and hit the ground running.
- » Passion for social justice and/or experience working in the not-for-profit sector.

## Employment conditions

- » Located in Melbourne
- » Full time 12 month contract
- » Must complete a criminal records check.