

# POSITION DESCRIPTION

## Senior Media and Communications Specialist

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

### 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 Senior Media and Communications Specialist to join our Infoxchange (IX) Group Marketing and Communications Team.

We're looking for someone who knows how to build brand awareness, thought leadership and advocacy through high quality media coverage and internal and external communications.

You will have strong contacts with national and metro media, including social affairs, government, philanthropy, not-for-profit and opinion journalists. You will know exactly how to turn data and insights into compelling communications to engage and influence key audiences.

In addition to writing communications for the media, you will also work with the People and Culture team to engage and inform staff as active advocates of the Infoxchange Group brand.

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 and mission.

## 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

- » Build brand awareness, thought leadership and advocacy through high quality media coverage that extends audience reach and supports key IXG announcements, publications, and events.
- » Harness data, research and insights to develop informative stories that influence the social impact sector and can be amplified through owned and earned channels.
- » Work with the People and Culture team to develop and deliver an internal communications plan which aligns with organisational strategy.
- » 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 communication 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.
- » Experienced writer with the ability to interpret data and research and translate this into compelling stories.
- » Strong editing skills, attention to detail and experience developing publications is desirable.
- » Established contacts with national and metro media including social affairs, government, philanthropy, not-for-profit and opinion journalists.
- » Ability to prioritise tasks in a deadline-driven environment and to adapt quickly to changing environments.
- » Experience working with and an understanding of the key drivers and objectives of government and not-for-profits is desirable.
- » 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.