

POSITION DESCRIPTION

Team Lead - Marketing and Communications

EFT:	Full time, Fixed-term contract (Parental Leave)
Portfolio:	Marketing and Communications
Reports to:	Head of Marketing, Communications & Policy (Interim reporting line is to CEO)

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, passionate and highly organised Marketing and Communications Team Lead to join our hard-working team on a 12-month parental leave contract.

The Marketing and Communications team at Infoxchange is responsible for digital media campaigns, developing web content, managing social media, developing marketing collateral, producing regular e-newsletters, developing client case studies and supporting business unit campaigns, conferences and events.

You'll be responsible for overseeing the activities of the team, developing and managing team strategy and priorities and also providing guidance and support to the team members on a daily basis.

But this isn't just a team management role – you'll also have plenty of opportunities to get creative yourself and help us develop exciting content including blog articles, social media posts and marketing and media campaigns.

Other responsibilities of the role include communications support for the CEO, liaising with other Infoxchange business groups and managing requests from media outlets and other internal and external stakeholders.

We're looking for someone who is friendly with a good 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 of technology for social justice.

Key working relationships

Reporting to this role

Marketing & Communications Officers – 2

Internal

- » CEO and the Infoxchange Senior Leadership Team
- » Staff across the IX Group

External

- » Media outlets
- » Sector partners
- » Event managers
- » Suppliers

Key duties and responsibilities

The Team Lead - Marketing & Communications will be responsible for;

- » The development and delivery of the Marketing and Communications strategy plan, including aligning activities with business goals and sales targets.
- » Owning the IX Group brand and ensuring adherence to marketing and comms guidelines across the organisation.
- » Providing guidance, review of content and support to the Marketing and Communications team members.
- » Determining work priorities within the team and manage team output.
- » Managing requests from internal and external stakeholders.
- » Monthly data collection and reporting.

In addition to this, you will be involved in the following activities as part of the team:

- » Developing content for the Infoxchange website, including blog posts, news articles and case studies.

- » Producing key publications including the Infoxchange Group Annual Report and the Digital Technology in the Not for Profit Sector report.
- » Developing innovative digital and social media campaigns to drive business leads and engagement with our community programs across email, Facebook, Twitter, Instagram and LinkedIn.
- » Sourcing and developing stories for media.
- » Developing marketing materials including brochures and promotional items.
- » Coordinating conferences and events where required.

Key selection criteria

Essential

- » At least five years' experience in a marketing or communications role, with tertiary qualifications in communications, marketing, journalism or related area.
- » Demonstrated ability to lead, develop and support team members and team strategy.
- » Experience in developing and delivering effective marketing campaigns.
- » Superior writing, editing and proofreading skills, along with excellent attention to detail.
- » Experience in website content management, preferably with Drupal and/or WordPress.
- » Highly developed interpersonal skills and the ability to liaise with a range of stakeholders.
- » Strong time management skills, and the ability to manage competing deadlines.
- » Strong creativity and ability to think laterally.
- » Passion for social justice and/or experience working in the not-for-profit sector.

Desirable

- » Knowledge of Adobe Creative Suite and basic video production and photography skills.
- » Experience in managing media requests and liaising with different media outlets.

Employment conditions

- » Located at either Infoxchange Richmond (Melbourne), Adelaide or Brisbane
- » Inter or intra state travel as required
- » Terms and conditions as per employment contract.
- » Standard hours as per contract, with some flexibility required.
- » Must complete a criminal records check.

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