

Mission Australia

About us:	<p>Mission Australia is a non-denominational Christian organisation that has been helping people regain their independence for over 160 years.</p> <p>We've learnt the paths to getting back independence are different for everyone. This informs how we help people, through early learning and youth services, family support and homelessness initiatives, employment and skills development, and affordable housing. Our nationwide team delivers different approaches, alongside our partners and everyday Australians who provide generous support.</p> <p>Together we stand with Australians in need, until they can stand for themselves.</p>
Purpose:	<p>Inspired by Jesus Christ, Mission Australia exists to meet human need and to spread the knowledge of the love of God.</p> <p><i>"Dear children, let us not love with words or speech but with actions and in truth." (1 John 3:18)</i></p>
Values:	Compassion Integrity Respect Perseverance Celebration
Goal:	To reduce homelessness and strengthen communities.

Position Details:

Position Title:	Content Coordinator
Division:	Service Delivery
Reports to:	Senior Manager, Communications
Position Purpose:	Liaise with frontline staff and other stakeholders to source and write compelling content to support fundraising objectives. Support social media community coordination. Support marketing requests from Mission Australia's services.

Position Requirements (What are the key activities for the role?)

Key Result Area 1	Sourcing content
Key tasks	Position holder is successful when
<ul style="list-style-type: none"> Develop strong relationships with frontline services staff and key internal stakeholders. Work with staff to source compelling case studies and stories that will resonate with potential and existing supporters. 	<ul style="list-style-type: none"> Strong, collaborative relationships are developed and maintained. Compelling content is sourced in line with business needs Service staff approve content before it is distributed
Key Result Area 2	Content writing
Key tasks	Position holder is successful when
<ul style="list-style-type: none"> Liaise with in-house design function to develop content that informs, involves, 	<ul style="list-style-type: none"> Communications deliver to content strategies/briefs and are on brand

<p>and engages target audiences and delivers to content strategies/briefs.</p> <ul style="list-style-type: none"> • Content is 'fit for purpose', relevant for the audience/channel/medium (including direct mail, digital and telemarketing). • Share relevant content with colleagues for use with other audiences • Provide copywriting support for fundraising and marketing as required 	<ul style="list-style-type: none"> • Fundraising and Services content convinces and converts target audiences/communities • Communications reflect the target audience and meet the communication objectives. • Copy is grammatically correct and written in a way that is understood by the end audience • Relevant content is leveraged more broadly in the organisation • Organisational goals in terms of revenue and engagement are achieved
Key Result Area 3	Social media community coordination
Key tasks	Position holder is successful when
<ul style="list-style-type: none"> • Source and write engaging, platform-specific content for social media channels (Facebook, LinkedIn, Instagram) that reflects our brand and values • Assist with formulating responses to Mission Australia's social media community, in line with guidelines. 	<ul style="list-style-type: none"> • Content resonates with target audiences. • Responses reflect our values and encourage further community engagement
Key Result Area 4	Service marketing
Key tasks	Position holder is successful when
<ul style="list-style-type: none"> • Coordinate development of service marketing materials • Provide copywriting and editing support in the development of service materials • Liaise with external suppliers to coordinate printing, signage, merchandise etc. 	<ul style="list-style-type: none"> • Service marketing materials meet service needs and are fit for purpose • Copy is grammatically correct and written in a way that is understood by the end audience • External suppliers deliver to requirements

Work Health and Safety

Everyone is responsible for safety and must maintain:

- A safe working environment for themselves and others in the workplace
- Ensure required workplace health and safety actions are completed as required
- Participate in learning and development programs about workplace health and safety
- Follow procedures to assist Mission Australia in reducing illness and injury including early reporting of incidents/illness and injuries

Purpose and Values

- Actively support Mission Australia's purpose and values;

- Positively and constructively represent our organisation to external contacts at all opportunities;
- Behave in a way that contributes to a workplace that is free of discrimination, harassment and bullying behaviour at all times;
- Operate in line with Mission Australia policies and practices (EG: financial, HR, etc.);
- To help ensure the health, safety and welfare of self and others working in the business;
- Follow reasonable directions given by the company in relation to Work Health and Safety.
- Follow procedures to assist Mission Australia in reducing illness and injury including early reporting of incidents/illness and injuries
- Promote and work within Mission Australia's client service delivery principles, ethics, policies and practice standards
- Actively support Mission Australia's Reconciliation Action Plan.

Recruitment information

Qualification, knowledge, skills and experience required to do the role

- 3+ years' experience developing content plans and copywriting
- Degree in marketing, journalism or communications
- Strong knowledge of marketing and communications concepts and trends, including digital
- Generates innovative ideas, has a thirst for continuous improvement
- Ability to source quality content from supportive but time-poor stakeholders
- Strong copywriting, editing and content creation ability – a natural story-teller, able to leave a lasting impression and motivate people to action
- Excellent grammar and attention to detail
- Ability to create content that is appropriate for the target audience and channel while reflecting a brand's personality and tone of voice
- Experience producing content that engages Christians and churches considered an advantage
- Strong relationship management skills, ability to engage with a wide range of stakeholders
- Experience using content management systems and workflow systems desirable
- Photography/videography experience desirable
- Works calmly under pressure

Key challenges of the role

- Delivering to deadlines while ensuring effective internal stakeholder engagement and collaboration
- Balancing the need for planning in order to successfully develop and implement content while catering for ad-hoc and tactical demands of the organisation
- Being creative to achieve goals with limited resources.

Compliance checks required

Working with Children



National Police Check

Vulnerable People Check

Drivers Licence

Other (prescribe)

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Approval

Manager name

Approval date

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