



VICTORIAN PRIDE CENTRE

Position Description Media, Marketing & Communications Coordinator

December 2024

Position Details	
Title	Media, Marketing & Communications Coordinator
Unit	Marketing & Communications Unit
Time Fraction	Part time (0.8 FTE)
Remuneration	\$60K pro-rata + Superannuation (11%)
Position Relationships	Reports to Marketing, Communications and Fundraising Manager
Principal Location	The Victorian Pride Centre is located at 79-81 Fitzroy Street, St Kilda. This role is onsite and requires travel.
Position Purpose	In line with the Victorian Pride Centre's Strategic Plan and associated Key Performance Indicators, support the Marketing and Communications Manager by coordinating Media, Communication and Marketing activities that raise the profile of the Centre and its services.

Major Responsibility Areas and KPI's	
Major Responsibility Area	Key Performance Indicators
1. Pride Centre Website	<ul style="list-style-type: none"> • Ensure Pride Centre's website is current, accurate and updated on a regular basis. • Ensure listings and events are added and the numbers grow over time. • Regular reporting and analysis of website activity. • One-off campaigns and enhancements made
Associated Tasks	
<ul style="list-style-type: none"> • Manage the Pride Centre's website by developing and loading content, including regular news releases and updating the resource directory and events calendar. • Regularly review the website to ensure new listings are checked and published in a timely manner. • Work with the webmaster to ensure the site is accessible, links and plugins operational. • Where possible, reach out to community groups and event organisers to ensure they are listed on the site. • Report on website activity via Google Analytics and provide recommendations for enhancements and monthly reports to the Marketing and Communications Manager. 	
Major Responsibility Area	Key Performance Indicators
2. Digital Marketing/Communications	<ul style="list-style-type: none"> • Engaging content is developed and regular posting to platforms occurs. • Platforms are monitored and users responded to in a timely manner. • Rainbow Road is sent out monthly. • Ensure database is current, accurate and grows over time.
Associated Tasks	
<ul style="list-style-type: none"> • Design and coordinate EDM campaigns including monthly Rainbow Road eUpdate and ad hoc communications. • Segments audiences in MailChimp to assist in the development of event and donor specific eDM's. • Manage the Pride Centre's Facebook, Instagram and LinkedIn accounts, including creation of content, content management plan and users responded to. • Build Pride Centre's social media following and Mailchimp database through regular delivery of content and promotional campaigns. • Assist the Marketing & Communications manager in the delivery of marketing campaigns that drive engagement and awareness of the centre key offerings. • Communicates and engages with resident organisations to foster cross collaboration and sharing of events and information. 	

Major Responsibility Area	Key Performance Indicators
3. Marketing/Communication Materials	<ul style="list-style-type: none"> • Ensure that Pride Centre printed marketing collateral is produced and distributed in a timely manner. • Ensure that Board, Committees and Staff have access to relevant marketing materials and branded templates as required.
Associated Tasks	
<ul style="list-style-type: none"> • Coordinate the design and delivery of traditional and digital marketing materials including brochures, posters, annual reports, promotional items, banners, business cards and branded stationery, etc. • Manage branded communication templates, powerpoint presentations, agendas, meeting minutes, logos, photo library and other collateral where required. • Develops and coordinates merchandise range for VPC with oversight from the Marketing & Communications Manager with input from the Fundraising and Partnerships Manager. 	
Major Responsibility Area	Key Performance Indicators
4. PR and Community Relations	<ul style="list-style-type: none"> • Ensure that media enquiries are handled in an efficient and responsive manner. • Ensure that Pride Centre Board, Committee Members and staff are appropriately briefed and supported for events and stalls. • Maintain and update Pride Centre's stall materials and presence at community and local events, conferences and festivals.
Associated Tasks	
<ul style="list-style-type: none"> • Assist the Marketing and Communications Manager in the management of the Pride Centre's public profile. • Triage media enquires for the consideration of the Marketing & Communications Manager • Triage enquiries about on-site filming and photography, working with Operations team where applicable. • Manage photoshoots, co-ordinate casting where required and provide art direction. • Coordinate production of video content for selected Pride Centre events and announcements. • Manage Pride Centre stalls and presence at community events, conferences and festivals. • Represent Pride Centre at events and festivals where required. • Attend the Partnerships, Brand and Engagement Committee and other Committee's, Working Groups as required. 	
Professional Qualities Required:	
<ul style="list-style-type: none"> • Tertiary qualifications or similar work experience in communications, marketing, public relations or related field. • Excellent writing and editing skills with attention to detail. • Design ability is highly desirable. Experience with Canva 	

- High level proficiency with Microsoft Office 365, Sharepoint and Salesforce
- Experience with Wordpress, Adobe Creative Cloud and/or other design and web based software packages.
- Ability to manage multiple projects and deadlines simultaneously.
- Ability to work autonomously, as well as in a team environment.
- Strong customer service focus and ability to foster productive relationships and networks.

Personal Qualities Required:

- High level interpersonal skills
- High-level problem-solving skills.
- Strong initiative and creativity.
- Contributes to organisational effectiveness
- Affinity with the Victorian Pride Centre values
- Generosity of spirit, kindness and commitment to LGBTIQ communities
- Team player
- Flexibility

Terms and Conditions:

- Employees are required to sign an Oath of Confidentiality.
- Travel within metropolitan Melbourne.
- Some out-of-hours work required as per LGBTIQ+ events, functions and social media monitoring
- Current driver's licence.

Applications close on midnight, **Friday 10 Jan 2025**

How to apply:

Apply via **Ethical Jobs** (search "Victorian Pride Centre") or email your resume and cover letter to contact@pridecentre.org.au - with the subject: "Media, Marketing & Communications Coordinator".

Please respond to the key required competencies in your application. Enquiries can be made to contact@pridecentre.org.au