

# Communications and Advocacy Coordinator

Position Description  
Effective: 11 May 2022

# Bobby Goldsmith Foundation

<b>Position Title:</b>	Communications and Advocacy Coordinator
<b>Reports to:</b>	Marketing and Fundraising Director
<b>Authorised by and date:</b>	CEO, March 2021, Reviewed on May 2022
<b>Classification level:</b>	Non- Award, not classified
<b>Roles reporting to this one:</b>	Nil
<b>Position Status:</b>	Permanent part-time being 60.8 hours per fortnight (0.8 FTE)
<b>Position Purpose</b>	<p>The Communications and Advocacy Coordinator is a core member of BGF's Marketing and Fundraising (M &amp; F) team.</p> <p>The role's dual purposes are to coordinate activities related to all internal and external communication that involves content in media, as well as increase BGF's community engagement and advocacy.</p> <p>The Communications and Advocacy Coordinator has responsibility for:</p> <ul style="list-style-type: none"> <li>• Coordinating the production and delivery of digital content as part of approved BGF communications strategies;</li> <li>• Delivering digital marketing appeals and campaigns;</li> <li>• Managing BGF's community advocacy activities;</li> <li>• Delivering campaign development in the community health sector;</li> <li>• Identifying opportunities for community engagement; and</li> <li>• Managing the BGF Community Ambassador Program.</li> </ul>
<b>Coordinating the production and delivery of digital content</b>	<ul style="list-style-type: none"> <li>• Produce accurate and compelling content for all digital communications channels e.g. social media, website, e-newsletters, blogs, etc.;</li> <li>• Specific to social media platforms and the website, update content timeously and monitor all interaction;</li> <li>• Monitor and evaluate the effectiveness of BGF's digital communications strategies through the dissemination of reports supported by analysis, commentary and recommendations where appropriate;</li> <li>• Provide advice to BGF's management on digital communications matters through the ongoing monitoring, evaluating and reporting of digital communications activities (internally) and developments (externally);</li> <li>• Support the Marketing and Fundraising Manager in ensuring all digital communications reflect BGF's vision and mission, and consistently supports BGF's values and branding guidelines;</li> <li>• Build relationships with key stakeholders to ensure appropriate representation of BGF in content;</li> </ul>

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	<ul style="list-style-type: none"> <li>Connect closely with BGF clients (key stakeholder group) and BGF frontline workers to gather and share their stories in digital format where appropriate.</li> </ul>
<b>Delivering digital marketing appeals and campaigns</b>	<ul style="list-style-type: none"> <li>Work collaboratively with the Donor Relations Coordinator to develop content for all eDMs, DMs and newsletters as part of BGF's appeals and campaigns;</li> <li>Support the coordination and production of relevant photographic and video content relevant to digital campaigns.</li> </ul>
<b>Managing BGF's community advocacy activities</b>	<ul style="list-style-type: none"> <li>Partner with external stakeholders and community organisations to implement advocacy campaigns;</li> <li>Support the work of the Marketing and Fundraising team with communications, PR and media opportunities to raise awareness of BGF's profile;</li> <li>Strengthen existing partnerships in the health sector through collaborative projects.</li> </ul>
<b>Delivering campaign development in the community health sector</b>	<ul style="list-style-type: none"> <li>Strengthen BGF's relationship with member organisations;</li> <li>Grow the influence of BGF in the health sector;</li> <li>Create and deliver campaigns that address: HIV stigma, HIV literacy in the wider community, sexual education, treatment and resource awareness in marginalised communities.</li> </ul>
<b>Identifying opportunities for community engagement</b>	<ul style="list-style-type: none"> <li>Develop relationships with community organisations and collaborate on community programs to increase public awareness of BGF;</li> <li>Create opportunities for BGF to connect with and partner with various community organisations;</li> <li>Coordinate Community Roundtables/Awareness Training/Tutorials with community leaders, HIV peers and subject experts;</li> <li>Cultural awareness and engagement projects with First Nations community organisations.</li> </ul>
<b>Managing the BGF Community Ambassador Program</b>	<ul style="list-style-type: none"> <li>Manage Community Ambassador involvement in collaborative campaigns and events with Corporate Partners, Community organisations and BGF clients;</li> <li>Expand the Community Ambassador Program;</li> <li>Coordinate influencer strategies built around key awareness days.</li> </ul>
<b>Other Responsibilities</b>	<ul style="list-style-type: none"> <li>Assist the M &amp; F Manager with grant writing as and when required;</li> <li>Contribute to the development of marketing and fundraising strategies, with specific attention to all digital communication aspects;</li> <li>Provide M &amp; F team with support where required at all BGF events;</li> </ul>

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	<ul style="list-style-type: none"> <li>• Undertake additional projects as agreed with the Marketing and Fundraising Manager and/or CEO;</li> <li>• Attend monthly supervision meetings;</li> <li>• Attend and participate in regular professional development activities;</li> <li>• Attend and contribute to all staff and team meetings;</li> <li>• Perform all other reasonable duties as assigned by your line Manager from time to time;</li> <li>• Willingness to work flexibly to accommodate any out-of-hours engagements with TOIL option.</li> </ul>
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<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Tertiary qualification/s in Marketing, Communications, or an allied field is desirable</li> </ul>
<b>Skills</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Extensive knowledge of and ability working with online communications (websites, online advertising, digital marketing, search engine marketing, search engine optimisation, social media platforms etc.)</li> <li>• Excellent written communication skills; ability to write clear, structured, articulate, and persuasive content</li> <li>• Strong understanding of the role social media plays in the comms mix, and the ability to extract maximum value from all social media platforms</li> <li>• Interpersonal relationship skills</li> <li>• Highly proficient in Microsoft 365, Adobe Creative Cloud, Photoshop, Illustrator, InDesign and Premiere Pro, or similar applications</li> <li>• Attention to detail</li> <li>• Excellent time management</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Project management skills</li> <li>• Editing skills</li> <li>• Grant writing</li> <li>• Understanding of the strategic planning process</li> <li>• Presentation skills</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Sound experience in a similar role</li> <li>• Proven experience in handling social media campaigns from conception to analysis of outcomes</li> <li>• Experience working within the NFP sector is desirable</li> <li>• Experience in grant writing is desirable</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Personal values align closely with those of BGF's</li> <li>• Leadership – being held fully accountable for performance and output</li> <li>• Energetic and engaged</li> <li>• Self-motivated, highly organised and time efficient</li> </ul>

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	<ul style="list-style-type: none"><li>• Team oriented and highly collaborative, however focused and deadline driven when required to work independently</li><li>• Strong ethical/moral compass</li><li>• Ability to communicate complex information clearly and effectively in person</li><li>• Lateral thinker, open to challenges and innovation; questioning</li><li>• Agent for positive change</li><li>• Positive and 'can-do' attitude</li></ul>
<b>Package</b>	<ul style="list-style-type: none"><li>• Tenured role</li><li>• Superannuation contribution of 10% paid by BGF</li><li>• Salary packaging available</li><li>• 60.8 hour working fortnight (0.8FTE)</li><li>• Hybrid working arrangement</li><li>• 20 days annual leave per annum (full-time equivalent, pro-rated to 0.8FTE) with 17.5% leave loading</li><li>• 6 month probationary period</li><li>• Mobile phone maybe provided</li><li>• Based in Surry Hills, Sydney, NSW</li><li>• Limited travel may be undertaken</li><li>• Valid, unrestricted NSW driver's license required</li><li>• Proven right to work in Australia</li><li>• Criminal and Working with Children checks mandatory</li><li>• COVID-19 vaccination certificate issued by the Australian Government (Due to the public funding arrangement we require all employees' vaccination status to be 'up-to-date' including booster shot)</li></ul>