



Perth City Farm
1 City Farm Place
East Perth WA 6892
Tel: +61 8 9325 7229
Web: www.perthcityfarm.org.au

POSITION: Communications Coordinator
REPORTS TO: CEO
HOURS: Part time of 12 hours per week, additional hours required on occasion. Flexibility of when hours are completed, although must do some Saturday hours once per month.

CLASSIFICATION: Social, Community, Home Care and Disability Services Industry Award 2010, Level 3

REMUNERATION: Award rates \$34.04 – 36.50 PH on weekdays, plus superannuation

POSITION CONTEXT:

Perth City Farm is a not-for-profit urban farm that provides space and opportunities to build community connections and educates and enables people to live sustainably. Our East Perth site is Perth's original sustainability hub, but our work extends out through the city with education and City Greening projects.

PURPOSE AND FUNCTION:

The Communications Coordinator brings Perth City Farm's work to a wide audience, attracting new people to participate in our programs and support our enterprises. They coordinate our social media presence (contributed to by multiple staff), keep our website up to date, design materials and pursue media opportunities.

MAIN DUTIES AND RESPONSIBILITIES:

- Contribute to communications planning to drive the growth of Perth City Farm and individual enterprises
- Develop social media content plans and campaigns that are consistent with Perth City Farm's brand and strategic plan
- Maintain and ensure branding is consistent across all platforms (website, social media, traditional publications)
- Brainstorm marketing and social media content, individually and with the team
- Create engaging content on the website and all social media platforms, including writing and editing social media posts, improving customer engagement, and promoting social media campaigns
- Create and distribute email communications, primarily a monthly newsletter
- Pursue media opportunities to broaden our reach
- Improve and maintain SEO performance for the organisation, or advise on how we should contract that out

- Arrange photography and video production for marketing purposes
- Design or engage graphic designers to design print materials
- Use analytical tools to monitor and evaluate the company's social media presence and performance and report on this bi-monthly
- Interact with followers social media accounts by replying to comments, questions and answering messages

REPORTING

- Contribute to board and funder reports using evaluation data
- Track progress using 'action tracker' spreadsheets

ORGANISATIONAL MANAGEMENT AND TEAMWORK

- Participate in staff meetings and staff development workshops when required.
- Work in a flexible, collaborative and positive manner with other team members for optimum outcome for Perth City Farm.

PHYSICAL DEMANDS & WORK ENVIRONMENT

You will be required to deal with people from all walks of life and will always be expected to demonstrate the values of respect, non-judgment, compassion and kindness in all interactions with volunteers, clients, visitors and staff of Perth City Farm.

SELECTION CRITERIA

Essential

- A tertiary degree in marketing and at least two years' experience in marketing, or four years' experience in marketing
- Track record of delivering engaging social media content (particularly Instagram and Facebook) that leads to increased sales of a good or service
- Highly organised and skilled at prioritising competing demands
- Excellent written and verbal communication skills and able to communicate with a diverse range of people
- Strong attention to detail and an eye for visual design
- Understanding of SEO, and know how to write good SEO content
- Comfortable using online programs like Canva and Google Forms and can quickly pick up new ones
- Entrepreneurial mindset, can apply marketing skills to grow an enterprise

Desirable

- Keen interest in sustainability and community connection
- Experience working in the not-for-profit sector
- Experience using Google Ads, Google Analytics and Google Marketing Platform Suite
- Skill in filming and photography

CONDITIONS OF EMPLOYMENT

Social, Community, Home Care and Disability Services Industry Award 2010 in conjunction with the National Employment Standards