

JOY Media

Victorian Pride Centre
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Job Description – Marketing and Communications Coordinator

Organisational Purpose

JOY Melbourne Inc. (JOY) – is Australia’s LGBTIQ+ media organisation located in Melbourne, streaming live around the world. JOY exists to make Australia a more inclusive place to live by providing a multimedia platform and enabler for change.

Values

Joyous – a celebration of diversity, talent, music and entertainment

Inclusive – a safe and supportive environment for all members of the LGBTIQ+ community

Courageous – a way to change lives by speaking out, sharing stories and challenging boundaries

Role overview

The Marketing and Communications Coordinator (MarComms Coordinator) is responsible for ensuring JOY Media provides timely, on-message, inclusive marketing and communications activities that align with the JOY Media brand, our strategic plan and current goals, inspiring our communities of interest to engage with us and access our services.

Working in collaboration with our leadership team, you will participate in marketing and communications strategy development and lead the delivery of JOY Media’s MarComms activities.

Working with our broader team, leveraging JOY’s digital and broadcasting channels, your work will engage, inspire and grow JOY’s audiences, clients and supporters by highlighting JOY’s content and client service provision.

You will be the champion and gatekeeper of our newly launched brand, ensuring professional, consistent and unified MarComms activity across our team.

All position holders at JOY are required to perform their duties in accordance with current organisational policy and procedures and relevant ACMA and CBAA requirements; to minimum performance standards, and ensure adherence to the JOY Melbourne Inc. rules of association; comply with health and safety guidelines and instructions to ensure a healthy, safe and environmentally responsible workplace; and cooperate and comply with equal opportunity legislation.

Key Responsibilities

The role includes:

- Manage JOY’s website content, social media channels and database communications
- Lead delivery of small to large scale marketing and communications campaigns, working with JOY leadership team members
- Lead delivery on client and partnership-based digital marketing activity, supporting the Services Income Manager
- Provide support for JOY 94.9’s radio shows, podcasts and other content activity on social media including flagship shows JOY Breakfast and JOY Drive, ensuring a unified Marcomms style across the team
- Measure and report on JOY’s MarComms activity as required for internal and external

Common Key Tasks

- Create accurate content and branding representation across JOY's internal and external assets eg website, collateral, letterhead, agreements etc
- Design, write and edit copy for a broad range of formats and audiences, including EDM's, social media, emails, website and printed materials
- Create assets for a wide range of applications using your strong graphic design skills
- Create and post on brand, creative and visually striking digital content
- Create, post and maintain current, engaging and on brand website content
- Schedule JOY's social media content using scheduling platforms and content calendars
- Engage in multiple projects within design specifications and budgets, ensuring they are completed on schedule to quality standards
- Design and create JOY Media merchandise and physical collateral for events, giveaways and adhoc marketing needs.
- Deliver monthly reporting on Marcomms activities and provide client activity reporting

Key criteria

- 3 Years + knowledge of and experience in Marketing and Communications content creation and delivery
- Experience in communications or marketing across multiple platforms including website, social media, on air and EDM's highly regarded, as well as traditional media platforms.
- Living and practicing within the LGBTIQA+ community, continuously integrating that knowledge into your practice
- Excellent written and verbal communications skills with a strong understanding of what makes relevant, informative, and entertaining communications and marketing content.
- A self-starter who can showcase initiative and creative thinking, with an eye for detail and design.
- Strong graphic design and asset creation skills for a wide range of applications
- Demonstrated ability to inspire, encourage, foster, and evaluate creative ideas and possibilities with a focus on continuous improvement
- Demonstrated ability to plan and deliver projects
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Academic qualifications / technical skills

- Vocational training or tertiary qualification in Marketing and Communications
- Intermediate skills and experience using: Campaign Monitor, Office 365, Excel and MS Outlook.
- Intermediate skills using Wordpress and Social Media Management tools including but not limited to Hootsuite and Wavve
- Intermediate skills using graphic design software such as Affinity, Canva or similar.
- Excellent planning and time management skills.
- Employee Working with Children will be required to be undertaken if successful

ADDITIONAL IMPORTANT INFORMATION:

If you are successful in reaching the interview stage, you will be required to spend time on site creating a graphic asset in-line with direction given on the day. We are requesting you allow extra time outside that of a standard interview in which you can perform this task. We are asking for this so that we can see how long it takes you to perform the task, the quality of the work you create and your creativity and initiative whilst following directives given.

Email your CV and a Cover Letter addressing the Key Selection Criteria to recruitment@joy.org.au. Applications will be considered on a rolling basis.