

<b>Position Title:</b>	<b>COMMUNICATIONS COORDINATOR</b>
<b>Reports To:</b>	Chief Executive Officer
<b>Direct Reports:</b>	Nil
<b>Key Stakeholders Internal</b>	<ol style="list-style-type: none"> <li>1) Chair – Embrace People &amp; Place</li> <li>2) Directors – Embrace People &amp; Place</li> <li>3) Chair – Ian &amp; Shirley Norman Foundation</li> <li>4) Directors – Ian &amp; Shirley Norman Foundation</li> <li>5) Finance Manager</li> <li>6) Property Services Manager</li> <li>7) Partnerships and Impact Manager</li> <li>8) Embrace People &amp; Place Staff</li> <li>9) Tenants of 437 Hunter Street, Newcastle</li> <li>10) Westwood Dungog staff</li> </ol>
<b>Key Stakeholders External</b>	<ol style="list-style-type: none"> <li>1) Media outlets and journalists</li> <li>2) Local, State and Federal Government Departments</li> <li>3) Philanthropic sector (Australia wide)</li> <li>4) Not-for-profit sector in Newcastle and surrounds</li> <li>5) Peak bodies</li> <li>6) External consultants and vendors</li> </ol>
<b>Budget Responsibility</b>	TBC
<b>Location:</b>	Level 2, 437 Hunter Street, Newcastle
<b>Hours:</b>	Full time – 38 hrs/week
<b>Date Last Reviewed:</b>	May 2024
<b>Next Review Date:</b>	May 2025

**Overview – The Ian & Shirley Norman Foundation and Embrace People & Place**

The **Ian and Shirley Norman Foundation** established in 2021, is a deductible gift recipient status charity with a philanthropic purpose registered with the Australian Charities and Not-for-profits Commission (ACNC) and the Australian Taxation Office (ATO). The Foundation’s purpose is “*To Encourage and Support Organisations that are Capable of Responding to Social and Ecological Opportunities and Challenges.*”

The Foundation has been established as a Private Ancillary Fund (PAF), in accordance with the Private Ancillary Fund Guidelines 2009. The Foundation as a charitable trust must also comply with the *Australian Charities and Not-for-profits Commission Act 2012* which regulates the entire charitable sector.

Established in 2023, as part of the Ian and Shirley Norman Foundation ecosystem, **Embrace People & Place** is a Company Limited by Guarantee and registered with the Australian Taxation Office as a “Deductible Gifts Recipient (DGR) Item 1”.

Based at 437 Hunter Street, Newcastle, Embrace People & Place welcomes people in need by rethinking the way support services can work together and how space is shared and utilised. Focussed on supporting the city’s most vulnerable, Embrace People & Place has established a model of service that collaborates with many partners and projects tackling social exclusion (from food security and employment, through to homelessness) in and around the Newcastle region.

Both the Ian & Shirley Norman Foundation and Embrace People & Place operate with a Chair and Board of Directors who drive the strategic direction and take responsibility for governance.

The daily operations of the Ian & Shirley Norman Foundation and Embrace People & Place are managed by the Chief Executive Officer.

**Our Commitment to Reconciliation**

The Ian & Shirley Norman Foundation and Embrace People & Place acknowledges the traditional custodians of the land upon which we work, the Awabakal people, and we pay our respects to their elders, past, present, and emerging. We are committed to an ongoing journey towards truth-telling, and reconciliation.

**Our Values**

- Family** - *All families are unique and constructed differently – to belong to one is that sense of coming home and being with your people.*
- Integrity** - *In all our dealings we aspire to be honest, principled, and kind.*
- Innovation and Taking Risks** - *We understand that creating real change can require doing things differently – we are happy to walk out of step.*
- Community Capacity Building** - *We want to work alongside communities in a way that is positive, empowering, and grows active citizenship.*

**Primary Purpose of the Position**

The **Communications Specialist** plays a vital role in shaping and executing communication strategies to enhance Embrace People & Place and the Ian & Shirley Norman Foundation’s visibility, reputation, and engagement with key stakeholders. This multifaceted role involves crafting compelling messages, coordinating various communication channels, and ensuring consistency in branding and messaging across all platforms.

**Key Accountabilities**

<b>1) Lead &amp; Develop</b>	<ol style="list-style-type: none"> <li>1. Demonstrate a strong understanding of Embrace People &amp; Place and the Ian &amp; Shirley Norman Foundation activities and operations.</li> <li>2. Develop engaging and informative content for a variety of communication channels, including press releases, social media posts, website content, newsletters, and internal communications.</li> <li>3. Respond positively to change and take responsibility for supporting partnerships, communication activities, and projects.</li> <li>4. Show confidence, expertise, and the ability to articulate clear messages with internal and external stakeholders to influence and negotiate successful outcomes.</li> <li>5. Act with integrity and in the interests of Embrace People &amp; Place and the Ian &amp; Shirley Norman Foundation.</li> <li>6. Innovate and promote efficient work practices.</li> <li>7. Research and analyse communications and media metrics for the Chairs, CEO and other stakeholders to support informed decision-making and planning/enhancements as required.</li> <li>8. Ensure that all personal, social media and online interactions, comments and posts made during all working hours and outside of work, to the extent that they are reasonably connected with the employment relationship, do not harm the reputation of Embrace People &amp; Place and the Ian &amp; Shirley Norman Foundation, are an extension of organisations’ values and support people irrespective of their race, gender, sexuality, creed or other inherent characteristics.</li> </ol>
<b>2) Collaborate &amp; Manage</b>	<ol style="list-style-type: none"> <li>1. Form excellent collaborative working relationships with internal and external stakeholders.</li> <li>2. Cultivate and maintain relationships with media outlets, journalists, and influencers to secure press coverage and amplify Embrace People &amp; Place and the Ian &amp; Shirley Norman Foundation’s message.</li> <li>3. Respond to media inquiries and coordinate interviews as necessary.</li> <li>4. Participate in professional networks and forums appropriate to the role.</li> <li>5. Manage Embrace People &amp; Place and the Ian &amp; Shirley Norman Foundation social media.</li> <li>6. Manage the webpages for Embrace People &amp; Place and the Ian &amp; Shirley Norman Foundation, including editing, creating content, refreshing/updating, and domain renewals.</li> </ol>

	<ol style="list-style-type: none"> <li>7. Create and coordinate content and graphic design for Embrace People &amp; Place and the Ian &amp; Shirley Norman Foundation.</li> <li>8. Draft press releases when required.</li> <li>9. Attend events at the direction of the CEO to photograph or create video content.</li> <li>10. Work with team members and partners to create content from the field for social media and website use.</li> <li>11. Develop and distribute internal communications to keep team members informed of updates and initiatives.</li> <li>12. Ensure internal and external compliance with Brand Tool Kit/Guideline requirements and ensure that regular reviews are undertaken of marketing/media collateral and approved changes are updated promptly.</li> <li>13. Assist with sourcing and managing service providers and vendors relevant to the communication needs of Embrace People &amp; Place and the Ian &amp; Shirley Norman Foundation.</li> <li>14. Model and embrace respect, accountability, collaboration, and productive behaviours in the workplace, including non-discriminatory behaviour.</li> <li>15. Effectively prioritise and manage workload.</li> </ol>
<p><b>3) Enable &amp; Deliver</b></p>	<ol style="list-style-type: none"> <li>1. Promote efficient and effective work practices.</li> <li>2. Work with the CEO to create and roll out campaign collateral.</li> <li>3. Maintain social media profiles and manage interactions.</li> <li>4. Monitor social media channels for engagement opportunities and respond to comments and messages in a timely manner.</li> <li>5. Manage communication responses to contentious matters for Embrace People &amp; Place and the Ian &amp; Shirley Norman Foundation.</li> <li>6. Prepare run-sheets, issue management content and interview/message scripting, ensuring timely delivery and accuracy to support the requirements of the Chairs and CEO.</li> <li>7. Demonstrate safe work practices and follow all WHS policies, including identifying and reporting workplace hazards or risks and actively supporting corrective actions.</li> </ol>

**Key challenges**

The **Communications Coordinator** can expect the following challenges:

- The process of being a start-up organisation that requires the establishment of processes and procedures.
- Changing role responsibilities as the organisations grow.
- Demands of a multi-stakeholder environment.
- An iterative change process that requires agility and flexibility in the implementation phase.
- Remaining up to date with best practices in digital marketing and evaluating emerging technologies to provide advice on adoption.
- The need to differentiate between the objectives and requirements of Embrace People & Place, the Ian & Shirley Norman Foundation, and other related governance structures.

**Personal Attributes**

The **Communications Coordinator** is expected to have the following personal attributes:

- High-level relationship management.
- Influential style; can own his/her position.
- Relationship builder; brings people together.
- High-level problem-solving skills.
- Ability to deal with several tasks simultaneously and manage competing priorities.
- Confident without being arrogant.
- Self-motivated, autonomous, energetic, and determined.
- Calm, measured and emotionally composed.
- Open to listening, considerate and adaptable.
- Approachable and collaborative.
- Leadership capabilities.
- Well organised and consistent.

Qualifications & selection criteria
<p><b>QUALIFICATIONS/ESSENTIAL:</b></p> <ul style="list-style-type: none"> <li>• Bachelor's degree in Communications, Public Relations, Marketing, or related field.</li> </ul> <p><b>EXPERIENCE/ESSENTIAL:</b></p> <ul style="list-style-type: none"> <li>• Demonstrated experience (3+ years) working in-house for a communications and marketing team or for a marketing/PR agency.</li> <li>• Excellent verbal communication skills.</li> <li>• Proficient English writing and grammar skills.</li> <li>• Proficiency in digital marketing tools and social media platforms.</li> <li>• Demonstrated experience in setting up and optimising Facebook and Instagram campaigns.</li> <li>• Creative thinker with the ability to generate innovative ideas and solutions.</li> <li>• Strong organisational skills and attention to detail.</li> <li>• Knowledge of industry trends and best practices in communications and marketing.</li> <li>• Ability to multitask and prioritise tasks in a fast-paced environment.</li> <li>• Demonstrated ability to establish and maintain professional relationships with key stakeholders, including Board members, employees, volunteers, service providers, and state and federal government.</li> <li>• High-level interpersonal communication, problem-solving, and conflict-resolution skills.</li> </ul> <p><b>EXPERIENCE/DESIRABLE:</b></p> <ul style="list-style-type: none"> <li>• Experience with graphic design and video editing software.</li> </ul>

<b>Employee Name:</b>	<b>Signature:</b>	<b>Date:</b>
<b>Manager's Name:</b>	<b>Signature:</b>	<b>Date:</b>