



Royal Flying Doctor Service
VICTORIA

POSITION DESCRIPTION

Position Title	Communications and Content Coordinator		
Location	Richmond Victoria		
Reports to	Communication and Marketing Manager	Employment	Full time permanent
Department	Marketing and Fundraising	Direct Reports	0
	INCUMBENT	SUPERVISOR	HR
SIGNED			
DATE			
Position Purpose:	<p>This hands on role involves the creation of a wide variety of digital and print materials including corporate, donor, patient and staff communications, and social media content. Working closely with our primary health, patient transport and fundraising teams, you will be responsible for collecting and sharing stories that meet the strategic needs of the organisation.</p> <p>Working with the Communication and Marketing Manager, this position provides communication advice to all departments of RFDS Victoria to ensure their communication needs are met and integrate into the Communication and Marketing Strategy.</p>		
Position Tasks and Responsibilities	<p>The role involves:</p> <ul style="list-style-type: none"> • Connecting and building relationships with frontline service delivery staff, patients and internal teams to drive a multi-channel storytelling and content strategy • Advise and support RFDS Victoria departments to successfully meet their communication needs • Developing written and multimedia materials and resources for distribution through printed and online channels • Developing communication material that enhance the objectives of the Communication and Marketing Strategy • Creating and maintaining a content schedule • Producing corporate and donor communications, briefing notes and editorial. Examples include donor newsletter Going the Distance, and Annual Report • Responsible for quarterly stakeholder electronic newsletter 		

<p>Workplace Involvement</p>	<ul style="list-style-type: none"> • Actively seek media and PR opportunities to promote the brand and drive awareness of RFDS in Victoria, leveraging existing campaigns and ambassador relationships • Maintaining effective relationships with suppliers to drive quality service and manage costs • Identifying ways to innovatively repurpose content for use in various forms • Supporting national collaboration in the development of stories, communication requirements and other communications and learnings. • Developing, maintaining and socialising communications and case study collection (including images and videos) • Actively engaging and consulting with our fundraising team to generate content that contribute to a seamless integrated supporter journey • Bringing innovative and engaging ideas to our communications tactics to enhance our reach and grow our supporter base • Actively promoting a positive public image of RFDS Victoria among our volunteers, health care practitioners, collaborators and at public events as required • Actively engaging with colleagues and participation in workplace activities as appropriate • Contributing to creative ideation and promotion of key stakeholder events such as Going the Distance dinner • Demonstrating the organisation’s agreed values through actions
<p>Working Relationships:</p>	<p>External</p> <ul style="list-style-type: none"> • Media personnel • Supporters, donors, volunteers and corporates; and • Community, event organisers/fundraisers; and • Suppliers and communications contractors <p>Internal</p> <ul style="list-style-type: none"> • RFDS Vic Marketing and Fundraising Team • RFDS Vic Executive Team • RFDS Richmond office volunteers • Other RFDS sections Communications Managers (or similar)
<p>Direct reports</p>	<p>None</p>
<p>Qualifications and Experience:</p>	<ol style="list-style-type: none"> 1. Tertiary qualification or appropriate qualification (Bachelor Degree in Communications, Journalism, or Marketing). 2. Relevant experience working in a varied communications / proactive media role <p>Prior experience that demonstrates an understanding of not-for-profit sector drivers would be beneficial.</p>

Skills, knowledge, mandatory requirements and competencies	<ul style="list-style-type: none"> • Excellent written and verbal communications skills with experience in producing high-quality communication materials such as newsletters, e-direct mail, web content, social media content, briefing notes, correspondence and presentations. • Strong interpersonal skills with the ability to interact and establish professional strategic relationships with internal and external stakeholders. • Demonstrated experience in donor/stakeholder/patient centric communications and an understanding of reputation and issues management. • Demonstrated experience in preparation and delivery of digital communications including developing content, managing and maintaining websites, social media platforms and e-newsletter • Demonstrated experience in proactive media projects and / or pitching stories to mainstream media • Highly developed leadership, organisational and time management skills with the ability to multi-task and effectively plan and prioritise competing demands and implement communication programs and projects. • Ability to operate as a flexible team member and contributes towards team and organisational goals
Special Requirements	<p>Flexible hours - willing to support RFDS at events on occasional nights and weekends including RFDS presence at community events.</p>
Workplace Health and Safety	<ul style="list-style-type: none"> • Take reasonable care for own health and safety • Take reasonable care for the health and safety of others including the implementation of risk control measure within their control to prevent injuries or illnesses • Comply with all reasonable instruction to safeguard their health and safety • Cooperate with any reasonable RFDS policies and/or procedures including the reporting of OH&S hazards or incidents

Code of Conduct and Organisational Values	<p>All Royal Flying Doctor Service of Victoria employees are mutually responsible for the success of the organisation.</p> <p>The organisation is committed to creating an environment in which all employees can realise their full potential. In return all RFDS Victoria employees are expected to make contributions that positively impact our customers, our patients, our communities, our business and each other.</p> <p>This includes:</p> <ul style="list-style-type: none">• Conduct to the highest degree of ethics and integrity• Creative thinking and openness to new challenges• Appreciating diversity in the workplace and treating everyone with courtesy and respect• Effective communication, which is open and honest <p>Our organisational values are detailed in the 'Vision 2020' Document and our Induction Handbook.</p>
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