

## Communications Coordinator Candidate Information Pack

- Source information and content for multiple campaigns and channels to inspire people to give and do more to create, together, a world where everyone belongs
- Act for Peace is a dynamic humanitarian and advocacy agency
- Be part of an experienced, award-winning department
- Permanent, full-time position
- Salary packaging and flexible-working arrangements available
- Location: Sydney CBD, remote options considered

Please apply online at <https://act-for-peace.workable.com>

**Deadline for applications: 9am Monday 22 August 2022.**

You will need to upload a copy of your resume and a covering letter detailing how you meet the selection criteria with your application.

Please contact 1800 025 101 or [info@actforpeace.org.au](mailto:info@actforpeace.org.au) if you have any queries. Thank you for your interest in this position.

## About the role

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If you're an all-round communicator and natural organiser with a passion for global justice; then this is the job for you.

With a track record of success in sourcing content for use across multiple channels, you're able to seek out the stories of the communities we work with and the impact of the projects we support.

Combining commitment to safeguarding and compliance with your attention to detail, you'll be able to efficiently manage all content sourcing logistics; from planning and organising story gathering trips to curating and managing our multi-media database.

Happy to wear many hats, and with experience of managing multiple concurrent projects, you're as confident in researching and fact checking as you are in selecting images and video.

Your excellent communication skills mean you can build positive working relationships with collaborative teams, with stakeholders at all levels across the organisation, with media for reactive media opportunities, and with external suppliers, such as freelance photographers.

As a proactive problem-solver, your tenacity will help you to work through challenges, such as how to gather powerful stories from the field while COVID-19 restrictions continue.

In this hands-on role, you'll leverage your creative and technical skills to support colleagues across the Marketing & Communications department to deliver inspiring fundraising, campaigning and engagement content that brings people closer to our cause and demonstrates the impact our supporters are making.

You'll be working as part of a motivated and experienced team – and you'll be putting your passion for global justice into action and make a difference where it's needed most in the world.

This is a full-time permanent position based in our Sydney CBD office, with flexible working available. The salary will be negotiated depending upon the skills and experience of the successful candidate.

## About Act for Peace

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We believe all people are created equal, and we should love our neighbours as ourselves. Yet, right now, we're living in a world of 'us' and 'them'. Divisions are deepening, conflicts are escalating, and climate inaction is placing lives in peril.

**It means every day, more of us around the world are forced from our homes by violent conflict and disaster.**

For more than 70 years, Act for Peace has brought people together to respond to this injustice. Meeting urgent needs, advocating for change and backing displaced people to reclaim control of their lives.

Founded by the Australian churches, we are a diverse collection of people united by a powerful conviction: to create a just and peaceful society, we must work together. It's both the right thing to do, and the only thing that will work.

That's why we work in solidarity with long-term local partners; and collaborate with local, regional and global networks, academics, governments and the UN; to ensure people uprooted by conflict and disaster have a safe place to belong.

### OUR VISION

A world where everyone belongs.

### OUR PURPOSE

To create, together, a world where people uprooted by conflict and disaster have a safe place to belong.

### OUR GOALS

#### 1. **Safety in exile**

People live in safety, with dignity, while displaced.

*The programs we support aim to ensure displaced people:*

- *Access critical physical and emotional support.*
- *Have control over their lives, leading activities that ensure their safety, dignity and rights.*
- *Advocate for change and help fix systems that cause violence, exclusion or abuse.*

#### 2. **A place to belong**

Uprooted people find a permanent place to belong.

*The programs and advocacy initiatives we support aim to ensure:*

- *Uprooted people lead initiatives that help build a safe, permanent future.*
- *Countries fairly share responsibility for supporting survivors of displacement.*

#### 3. **Reduced displacement**

Fewer people are forced to flee their homes.

*The programs and advocacy initiatives we support aim to ensure:*

- *Communities lead initiatives to reduce the impact of disasters and other displacement drivers.*
- *Governments and the public take strong action to reduce conflict and climate driven displacement.*

## **OUR CHANGE STRATEGIES**

### **1. Backing displaced people**

Working in solidarity with local partners.

*We're:*

- *Building partnerships that mobilise the knowledge, determination, and skills of displaced people to create change.*
- *Resourcing locally-led initiatives that reduce displacement and create safety, dignity and belonging for uprooted people.*

### **2. Building unity**

Reducing division and creating a more compassionate society.

*We're:*

- *Tackling the underlying drivers of inequality and displacement by reducing polarization and building empathy in society.*
- *Creating opportunities for people to positively influence those around them, so they act and vote in support of displaced people.*

### **3. Transforming the system**

Advocating for a radically different response to the displacement crisis.

*We're:*

- *Learning from displaced people, forming broad networks and standing together for collective influence.*
- *Influencing regional, national and global authorities to share responsibility, resources and power equitably; and act on climate and conflicts.*

Our work is grounded in evidence, and the knowledge and skills of our partners. We are committed to continuous learning and innovation in everything we do.

## About the Marketing and Communications Department

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Our multi-award winning Marketing and Communications Department's purpose is to inspire the Australian public to give and do more to create, together, a world where everyone belongs.

We do this by building personalised supporter experiences, based on insight, that raise awareness, educate, engage, and provide opportunities for people to be part of a community taking action to create the change they want to see in the world.

By implementing successful content marketing, relationship fundraising, events and campaigning strategies, our supporter base and fundraising income has grown rapidly. The funds we contribute to our program work have doubled in recent years, and we have ambitious plans to do even better in the future.

To get us there, we're strengthening our team of communications, marketing and fundraising professionals; investing in innovation, and building learning and best practice into everything we do.

## Position Description

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<b>Position title:</b>	Communications Coordinator
<b>Department:</b>	Marketing and Communications
<b>Location:</b>	Sydney
<b>Reports to:</b>	Head of Content
<b>Employment status:</b>	Permanent full-time, 1.0 FTE

### PURPOSE OF THE POSITION

Sourcing information and content for multiple campaigns and channels – with the aim of bringing people closer to our cause, increasing their impact and demonstrating to supporters the difference they are making. This role is the ‘newswire’ for the Marketing & Communications team.

### KEY ACCOUNTABILITIES SET

Key Accountabilities	Performance Expectations
<b>Manage Act for Peace’s content sourcing logistics</b>	<p>In support of Act for Peace’s overarching content strategy, ensure that our multimedia resources are regularly updated with new, engaging, accurate and compliant images, videos and stories:</p> <ul style="list-style-type: none"> <li>• Plan and organise story gathering trips for staff and/or photographers to collect stories, photographs and videos from our programs overseas and activities in Australia, including managing the compliance and consent processes for all visual and written content.</li> <li>• Gather images and stories from other third-party sources where applicable (e.g. Act Alliance partners, media agencies etc.).</li> <li>• Curate and manage Act for Peace’s multi-media library, providing the Marketing &amp; Communications team with inspiring and engaging content for use in marketing, fundraising and brand communications.</li> </ul>
<b>Produce and maintain source content for the Marketing &amp; Communications team</b>	<p>In line with Act for Peace’s overarching content strategy and annual content calendar, produce source material for use by the Marketing &amp; Communications team, with a focus on accuracy and compliance:</p> <ul style="list-style-type: none"> <li>• Create and regularly update live documents of source information that is signed off for publication, including: <ul style="list-style-type: none"> <li>• Case study outlines and transcripts</li> <li>• Program summaries</li> <li>• Dollar handles.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>Act as the Marketing &amp; Communications Focal Point for the Programmes and Advocacy teams, building positive working relationships and liaising across teams to fulfil requests for information and content and to plan story gathering activities.</li> </ul>
<b>Manage reactive media opportunities</b>	<p>Liaise with traditional media when reactive media opportunities occur, such as disaster response work or when Act for Peace can bring a unique voice to coverage of world events:</p> <ul style="list-style-type: none"> <li>Act as the contact point for media enquiries, working with relevant team members across the organisation to organise our response.</li> <li>Draft media releases and statements.</li> <li>Send releases and statements to the media and manage follow-up requests from journalists.</li> <li>Over time, build a database of key journalist contacts for Act for Peace.</li> </ul>
<b>Support the creation and delivery of content across multiple channels</b>	<p>Support the wider Marketing &amp; Communications team in creating and sharing content, when needed, e.g. during busy periods or when others are on leave:</p> <ul style="list-style-type: none"> <li>Create social media and web content, including short videos; write emails, brochures, publications, and other resources.</li> <li>Distribute content across multiple channels – including posting on social media, publishing on our websites, sending emails.</li> </ul>
<b>Produce Act for Peace branded materials</b>	<p>Oversee the production of branded materials, as required, liaising with designers and printers to fulfil orders for items such as T-shirts and banners.</p>
<b>Collaboration</b>	<ul style="list-style-type: none"> <li>Contribute energy, ideas, and time to support colleagues across the department to achieve our shared goals.</li> <li>Collaborate with colleagues to improve what we do and how we do it. Actively contribute to a culture of organisational learning and evidence-based decision making.</li> <li>Keep up-to-date with the latest communications and marketing developments, benchmark performance against the sector and share your skills and learning across the department.</li> </ul>
<b>Financial management &amp; reporting</b>	<ul style="list-style-type: none"> <li>Manage budget within area of responsibility to effectively align resources, ensure targets are met and deliver a strong return on investment.</li> </ul>

<b>Represent the organisation</b>	<ul style="list-style-type: none"><li>• Represent Act for Peace internally and externally. Ensure key messages, behaviours and values are in line with those of the organisation.</li></ul>
<b>Line management</b>	<ul style="list-style-type: none"><li>• This role may include line-management of interns and freelancers.</li></ul>

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## Selection Criteria

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### SKILLS, QUALIFICATIONS AND EXPERIENCE – SELECTION CRITERIA

- **Communications.** Excellent communicator, with an eye for a story and experience of working proactively with multiple stakeholders to source information and content.
  - Able to effectively brief and manage external suppliers, such as photographers.
  - Experience of liaising with media, particularly for reactive media relations, desirable.
  - Proficiency in Adobe Creative Suite, Adobe Premiere Pro and/or Final Cut Pro desirable – or a willingness to learn.
  - Relevant undergraduate qualification (e.g. in journalism, digital media, communications, media arts and production, marketing) desirable.
- **Attention to detail.** Strong attention to detail and commitment to accuracy and compliance.
- **Project management.** Naturally organised. Able to manage overlapping deadlines and tasks to meet tight deadlines in a fast-paced environment. Able to set and manage budgets and meet performance targets.
- **Creative judgement.** Excellent creative judgement with respect to images video, copy and design.
- **Content creation.** Experience creating engaging content in a range of formats for a range of channels, including web, social, video & print.

### CORE COMPETENCIES

- **Collaboration.** Collaborative worker with excellent negotiation, listening and influencing skills. Forms strong and productive working relationships based on trust with colleagues, managers and peers.
- **Initiative.** High level of initiative. Experience of independently and proactively identifying and acting on new opportunities.
- **Tenacity.** Tenacious and adaptable. Proactive and committed to finding solutions to challenges and delivering the best outcomes possible for communities threatened by conflict and disaster.
- **Curiosity.** Clever, curious with a thirst for learning new things and excited by the potential of new technologies. Enjoys growing by learning through experimentation. Strong ethos of seeking external thinking and continuous learning.
- **Empathy.** Able to put themselves in the shoes of others and develop emotionally engaging experiences for people. High level of emotional intelligence.
- **Passion for the cause.** Clear passion for and commitment to global justice. Ability to motivate and inspire others behind a shared purpose/vision. Interest in campaigning, fundraising and movements for social change. Understanding of the communication challenges faced within the international aid sector.

### KEY STAKEHOLDERS AND RELATIONSHIPS

- **External** – suppliers (freelancers, photographers, videographers), Act for Peace and ACT Alliance program and communications partners, campaign coalition members, industry colleagues.
- **Internal** – Marketing & Communications Department, Programs Department colleagues.

## **OTHER REQUIREMENTS**

- Eligibility to work in Australia;
- Commitment to the values of Act for Peace, including respect for a multicultural and multitalented workforce;
- Commitment to abide by the principles, policies and codes of conduct of Act for Peace;
- Capacity to undertake some intermittent travel and work outside standard business hours, including up to one overseas story gathering trip per year.

## **Safeguarding Requirements and Responsibilities**

Act for Peace takes the prevention of fraud and of sexual misconduct and harassment, and child protection seriously. As part of our Safeguarding Policies (Child Safeguarding and Prevention of Sexual Exploitation Abuse and Harassment);

- Employment is conditional upon the outcome of an Australian Federal Police Background check, as well as an equivalent police background check for any country in which the applicant has lived for more than 12 months during the last five years and for each country of citizenship.
- A working with children check is required for this role.
- Strict adherence to our Code of Conduct, Child Safeguarding Policy, Child Safeguarding Code of Conduct, Prevention of Sexual Exploitation, Abuse and Harassment (PSEAH) Policy and the Privacy Policy is mandatory.

## **Work, Health and Safety Responsibilities**

- Cooperate with all health and safety policies and procedures of the organisation and take all reasonable care that your actions or omissions do not impact on the health and safety of colleagues in the workplace.
- Act for Peace currently has a requirement that staff working in the office are fully vaccinated against COVID-19. Any job offer would be subject to the supply of evidence related to mandatory vaccination requirements, or a medical exemption.

To download our policies, please see: <http://www.actforpeace.org.au/our-policies>