

Advertisement – Position Vacancy Marketing and Content Specialist



October 2024

Looking for someone who loves palindromes, posting and feeding people.

If that combination speaks to you, come and help support the delivery of Marketing & Fundraising projects at Foodbank Victoria in this highly creative, content-focused role.

The Marketing and Content Specialist role is at the forefront of our social media and website management, content creation, and overall communications and campaign support strategies. As one of the main FBV storytellers, you'll love marketing, writing (especially sharp, witty, observational wordsmithery), social media content creation, brand management, and communication in all forms.

You will be responsible for steering our content strategy and execution across our various digital platforms (you'll need to be experienced in this), play a key part in contributing to Foodbank Victoria's strategic marketing plans and ideation, and help drive our visibility and engagement across multiple platforms.

Why Foodbank:

We've been putting meals on the table for vulnerable Victorians since 1930. Meeting them where they are, on their terms, with solutions they need to move from just surviving on the basics to thriving. Not only do we provide food to 500 charities so they can feed their communities, but our direct food programs are growing at a fast rate. From our 18-metre supermarket on a bus and Farms to Families fresh food markets, to our School Breakfast Clubs Program which now services over 1,015 Victorian schools, we provide 70% of all the state's food relief.

Why we're right for you

You'll join a passionate and creative team based in Yarraville, Melbourne. Our mission is critical, our vision is bold, and our marketing plans are ambitious. They need to be ambitious because our fundraising efforts support the food programs that currently feed 69,000 Victorians a day.

What you'll be doing:

- Develop, lead, and execute a comprehensive content strategy for social media, website, and other digital channels that builds on Foodbank Victoria's point of difference, ensuring alignment with the brand and objectives.
- Develop and execute a social media strategy for Facebook, Instagram, TikTok, LinkedIn, and other platforms including paid ads.
- Manage Foodbank Victoria's social media content production working closely with the Social Media Coordinator to edit and produce high-quality, eye-catching, and engaging content especially on iPhone – this includes filming, photography, and editing social media posts, videos, and written communications for social media and website.
- Create and maintain content calendars for our various social media platforms and website, ensuring content is published on a recurring basis with relevant, topical stories.

Advertisement – Position Vacancy Marketing and Content Specialist



October 2024

- Create and maintain Partnership content calendars and be responsible for deliverables including videos and ensure 'proof of posting' archives are up to date and provide dedicated support on Partner campaigns, communications, and events.
- Develop and execute strategies to increase brand awareness, views, and engagement.
- Contribute creative ideas for Fundraising Appeals and other campaigns and events.
- Oversee and proofread communications such as internal communications, newsletters, and email campaigns.
- Source stories and produce content for a variety of purposes including digital, print, social media, and online channels.
- Monitor and analyse social media performance and engagement metrics.

Why you're right for us:

- You want to be a part of a brand that's been around for over 93 years and genuinely share our passion for our vision of healthy food for all.
- You're able to live and breathe our values of empowerment, accountability, integrity, respect, diversity, and equality.
- You are an exceptional creative writer and producer.
- You have demonstrable success in writing and producing original social media content that consistently attracts above average attention and engagement.
- You have extensive experience in managing website projects from inception through to launch and using website content management systems including WordPress.
- You have a detailed understanding of best practice SEO.
- You have prior experience in design and management of large scale paid digital ad campaigns integrated with website content.
- You have a high level of proficiency working with video production and editing tools including Adobe Premiere Pro and CapCut.
- You have a comprehensive understanding of social media analytics – all platforms.
- You have a high level of proficiency working with graphic design software including Illustrator, Photoshop, and Canva and email design software preferably Pardot (Salesforce integration).
- You have exceptional interpersonal skills, with an ability to develop positive working relationships with stakeholders, both internal and external.
- You have the ability to work independently and in a team environment.
- You have strong numerical and analytical skills.

We can offer you:

- Access to salary packaging benefits to increase your take home pay
- Staff satisfaction rates above 80%
- An organisation focused on employee wellbeing
- Supportive team environment that embraces change and innovation

Keen to apply?

- Please review the Position Description on our website in the 'Careers' section at www.foodbankvictoria.org.au and get to know us before you apply.
- Must have permanent working rights with no restrictions in Australia.

Advertisement – Position Vacancy Marketing and Content Specialist



October 2024

- Applications should include an up-to-date resume and a cover letter that explains why you're perfect for the role AND includes an idea for an Instagram post that will make our followers laugh and compel them to donate to Foodbank Victoria.
- Email your application to marketing.employment@foodbankvictoria.org.au