


# FOODBANK VICTORIA POSITION DESCRIPTION



<b>POSITION</b>	Marketing and Content Specialist		
<b>DEPARTMENT</b>	Fundraising & Marketing		
<b>LOCATION</b>	Yarraville		
<b>REPORTS TO</b>	Marketing & Communications Manager		
<b>DIRECT REPORTS</b>	Nil		
<b>KEY CONTACTS</b>	Marketing Team, Fundraising Team, Marketing & Communications Manager, Chief Fundraising & Marketing Officer, People & Culture Team		
<b>AWARD &amp; CLASSIFICATION</b>	SCHADS, Level 5		
<b>DATE</b>	October 2024	<b>EXECUTIVE SIGNATURE</b>	

## ROLE PURPOSE

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 key FBV storytellers, you'll love writing, social media content creation, brand management and communication in all forms.

You will be responsible for steering marketing efforts, responsible for steering our content strategy and execution across our various digital platforms, 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.

## MAJOR ACCOUNTABILITIES

### #1: Content Creation

- Develop, lead and execute a comprehensive content strategy for social media, website, and other digital channels, ensuring alignment with the Foodbank Victoria brand and objectives.
- Create and maintain content calendars for our various social media platforms and website, ensuring content is published on a
- Work closely with the Social Media Coordinator to plan and post all social media content to platforms.
- Capture social content during internal and external events.
- Ensure all content adheres to Foodbank Victoria brand guidelines and maintain a consistent tone of voice.

<p>recurring basis with relevant, topical messaging.</p> <ul style="list-style-type: none"> <li>• Create and maintain Partnership content calendars and be responsible for deliverables including videos and ensure 'proof of posting' archives are up to date.</li> <li>• 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 – this includes filming, photographing and editing social media posts, videos, and written communications for social media and website.</li> </ul>	<ul style="list-style-type: none"> <li>• Manage the audit and implementation of the new FBV website.</li> <li>• Manage the company website content, this includes proofreading and writing a substantial volume of content for the website.</li> </ul>
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## #2: Social Media Management

<ul style="list-style-type: none"> <li>• Develop and execute a social media strategy for Facebook, Instagram, Tik Tok, LinkedIn and other platforms including paid ads using trends, brand values and marketing insights working closely with the Social Media Co-ordinator.</li> <li>• Develop and maintain a social media calendar to enhance brand visibility and engagement.</li> <li>• Develop and execute strategies to increase brand awareness, views, and engagement.</li> <li>• Oversee and manage all company social media accounts.</li> </ul>	<ul style="list-style-type: none"> <li>• Grow and engage our audience across all social media platforms.</li> <li>• Participate in brainstorming and ideation sessions to contribute to innovative ideas.</li> <li>• Monitor and analyse social media performance, providing actionable insights to continually refine and enhance our social media and content strategy.</li> <li>• Keep on top of industry and social media trends to keep our content fresh and exciting.</li> </ul>
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## #3: Communications

<ul style="list-style-type: none"> <li>• Contribute creative ideas for Fundraising Appeals and other campaigns and events.</li> <li>• Oversee and proofread communications such as internal communications, newsletters, and email campaigns.</li> <li>• Provide dedicated support on Partner campaigns, communications and events.</li> <li>• Source stories and produce content for a variety of purposes including digital, print, social media, and online channels.</li> </ul>	<ul style="list-style-type: none"> <li>• Produce highly original written content for direct mail pieces, emails, social posts, media releases and partnership content.</li> <li>• Create internal marketing materials as required.</li> <li>• Develop digital marketing templates including e-signatures.</li> </ul>
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#### #4: Reporting & Analytics

- Monitor and analyse social media performance and engagement metrics.
- Use analytics tools to track performance and optimise content strategies.
- Prepare and present regular reports detailing insights, growth, and strategy effectiveness

#### #5: Workplace Health and Safety (WHS)

- Comply with all company policies, procedures, and code of conduct.
- Assist achieving our company vision through meeting our legal, moral, and ethical obligations.
- Ensure WHS policies and processes are adopted across the organisation.
- Encourage continuous improvement in WHS practices by recommending changes and implementing agreed improvements.
- Maintain a safe work environment for yourself, team members, volunteers, visitors, contractors, and other external stakeholders at all times.
- Lead by example and display an active commitment to company policy and WHS compliance.
- Identify and report all incidents and safety hazards so that the appropriate review and corrective action can be taken.

#### #6: Self-Management

- Positive participation in regular team meetings.
- Inform team members and other departments of relevant information as appropriate.
- Willingness to undertake training and development opportunities as appropriate.
- Effective time management and organisational skills demonstrated through ability to meet deadlines.
- Willingness to undertake other duties as required.
- Demonstrate the Foodbank Victoria values of Empowerment, Accountability, Respect, Integrity, Diversity and Equality in all work activities.

<b>TECHNICAL KNOWLEDGE</b>		<b>PERSONAL ATTRIBUTES</b>
<ul style="list-style-type: none"> <li>• Extensive experience in managing complex website projects from inception through to launch and using website content management systems including WordPress.</li> <li>• A detailed understanding of best practice SEO and experience writing for SEO.</li> <li>• Extensive experience in design and management of paid digital ad campaigns including Facebook.</li> <li>• High level of proficiency working with social media video production and editing tools including Adobe Premiere Pro and CapCut.</li> <li>• Comprehensive understanding of social media analytics – all platforms.</li> <li>• High level of proficiency working with graphic design software including Illustrator, Photoshop and Canva.</li> <li>• High level of proficiency working with email design software preferably Pardot (Salesforce integration).</li> </ul>		<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills.</li> <li>• Ability to work independently and in a team environment.</li> <li>• Numerical and analytical skills.</li> <li>• Well-developed organisational and time management skills.</li> </ul>
<b>VALUES FOUNDATION BEHAVIOURS</b>		
<b>Empowerment</b>		
	<ul style="list-style-type: none"> <li>• We develop Team Members and each other.</li> <li>• We challenge the status quo.</li> <li>• We provide the opportunity for ourselves and others to experience the value of our work.</li> <li>• We recognise and celebrate our accomplishments.</li> <li>• I have input and ownership.</li> </ul>	
<b>Accountability</b>		
	<ul style="list-style-type: none"> <li>• We encourage excellence.</li> <li>• We encourage continuous improvement &amp; learning.</li> <li>• We ensure performance management consistency.</li> <li>• We accept mistakes and learn from them.</li> <li>• I am accountable for my own performance.</li> <li>• I am part of a team.</li> </ul>	
<b>Respect</b>		
	<ul style="list-style-type: none"> <li>• We encourage open, constructive feedback.</li> <li>• We give credit where credit is due.</li> <li>• We are inclusive.</li> <li>• We take the time to listen to each other.</li> <li>• We affirm our people.</li> <li>• We allocate tasks that are fair and reasonable to achieve.</li> </ul>	

<b>Integrity</b>	
	<ul style="list-style-type: none"> <li>• We explain our decisions.</li> <li>• We do what we say we will do.</li> <li>• We call out an issue when it is evident.</li> <li>• Equal contribution is rewarded equally.</li> <li>• I lead by example.</li> <li>• I am committed to do my best.</li> <li>• I am encouraged to stand up for my beliefs.</li> </ul>
<b>Equality</b>	
	<ul style="list-style-type: none"> <li>• We encourage people to be themselves.</li> <li>• We strive to foster a sense of belonging in our workplace.</li> <li>• We ensure all people we interact with feel welcome, and a part of our family.</li> <li>• We are inclusive with our agencies and partners.</li> <li>• We strive to provide equal opportunity for all - internally and externally.</li> <li>• We call out practices which exclude others.</li> </ul>
<b>Diversity</b>	
	<ul style="list-style-type: none"> <li>• We recognise and encourage diversity in our workplace, in our programs and in the food, we provide to our partners.</li> <li>• We embrace diversity in all our people, their experiences, and points of view.</li> <li>• We value all cultures, backgrounds and genders.</li> <li>• We strive to form a diverse atmosphere for all people to be safe and secure.</li> <li>• By celebrating diversity, we help all people to feel included, safe and secure.</li> <li>• We do not tolerate discrimination.</li> <li>• We recognise and respect differences.</li> </ul>