



Marketing and Communications Manager

Position Description

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Position Title Marketing and Communications Manager

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Responsible Council Wollongong Diocesan Central Council

Reports To Executive Officer

Location Eagle Vale

Primary position objective This position is responsible for all marketing and communication to support Retail, Enterprise and Special Works of the organisation

St Vincent de Paul Society

The St Vincent de Paul Society is a member and volunteer based organisation that has been assisting people experiencing disadvantage in NSW for more than 130 years.

The Society was founded by a 20 year old man named Frederic Ozanam in 1833, who with a group of friends, wanted to make a difference to the poverty and disadvantage that he saw around him in post-Revolution France. Leading by example and with boundless energy, Frederic started what is now a world-wide movement in just 20 short years. The St Vincent de Paul Society NSW has around 16,000 members and volunteers and 1,400 staff. Our local member networks, referred to as Conferences, are present in over 420 communities across NSW.

Our members and volunteers provide assistance to people experiencing disadvantage including food parcels and vouchers, financial assistance, assistance with energy bills and other debt, budget counselling and the provision of other material items such as furniture, clothing and bedding and any other household items. Importantly, our members also provide vital emotional support and referral services as needed.

The St Vincent de Paul Society is a leading provider of community support services and has close to 100 Special Works across the State in the areas of homelessness, mental health, disability, financial counselling, supported accommodation, food provision, refugees and migrants and addiction counselling.

Our work is funded by all levels of government, the generous support we receive from the community and our 250 Retail Centres across NSW.

Department Overview

The Wollongong Diocesan Central Council covers the area from Glenfield in the north to Ulladulla in the south and west to the Southern Highlands. There are a number of low socio-economic areas including broad acre housing estates in Campbelltown and areas of need in the Illawarra and Shoalhaven.

The Wollongong Diocesan Central Council operates a number of special works including Mental Health, Community Development and Accommodation Services.

The Wollongong Diocese currently has 25 Centres. Vinnies Centres provide furniture, clothing and household goods to families and people in need and are being assisted by conference members. Centres

are also a valuable resource for people on low incomes, enabling them to buy quality clothing, furniture and other household items at an affordable price.

Marketing and Communications function

To enhance the performance of the Retail, Enterprise and Special Works activities of the organisation through the development and implementation of structured and strategic marketing and communication campaigns. To work closely with Retail, Enterprise and Special Works Managers to implement tailored marketing and communication strategies for individual shops, centres and Special Works. To take carriage of major fundraising events within the Central Council and support State initiated fundraising events as required. To support the positioning of new enterprises through effective marketing and communication strategies.

Duties and Responsibilities:

Marketing/Communication Activities

- Work closely with Retail, Enterprise and Special Works Managers to communicate effectively with internal and external stakeholders across all levels of the organisation, including development of relevant communication tools and messages that promote a positive image of Wollongong Central Council activities.
- Write/edit and deliver copy for internal and external purposes across a range of communication platforms including social media.
- Assist Retail, Enterprise and Special Works Managers with the development and delivery of campaigns to support fundraising activities of their respective portfolios.
- Develop communications consistent with the Society's values that promote the Retail, Enterprise and Special Works of the organisation.
- Collaborate with State Support Office to develop and implement appropriate social media content on a variety of platforms.
- Develop marketing collateral tailored to specific requirements of the Retail, Enterprise and Special Works portfolios of the organisation.
- Develop marketing calendar to coincide with major events such as Vinnies Winter and Christmas Appeals.
- Develop innovative marketing strategies and campaigns to promote the Vinnies brand.

Supporting Partnerships

- Support individual partnerships with businesses, community organisations and schools through presentations, events, fundraising and social justice resources.
- Assist in increasing the number of partnerships with businesses, schools and community organisations.

Fundraising Activities

- Support Retail, Enterprise and Special Works Managers to deliver periodic and ad-hoc social justice and fundraising activities.
- Implement and adhere to all Society policies and procedures for fundraising.
- Implement and manage all WHS and risk management procedures for events.
- Manage and support fundraising volunteers in accordance with best practice in volunteer management.

Essential Criteria

- Relevant tertiary qualifications or equivalent experience including marketing, communications, and event management.
- Experience in marketing, communications, events, fundraising or related functions.
- Proven program or project management experience.
- Excellent written and verbal communication, and interpersonal skills.
- Capacity to work independently and as part of a team.
- Computer proficiency including Microsoft Office Suite.
- Capacity to adhere to the ethos and mission of the Society.
- Understanding of Work, Health and Safety requirements.
- Current NSW Drivers' licence.
- Capacity to work intermittently out of hours, including weekends and evening events.

Desired Skills

- Knowledge of the community sector, social policy and social justice issues in Australia such as homelessness.
- Presentation or public speaking experience.

The St Vincent de Paul Society is an Equal Employment Opportunity Employer