

POSITION DESCRIPTION	
POSITION TITLE:	Communications Coordinator
	Full time (3 year contract)
NAME OF POSITION HOLDER:	
SIGNATURE:	
TITLE OF SUPERVISOR:	Communications Manager
NAME OF SUPERVISOR:	Shakira Silvestri
SIGNATURE:	

<p>For office use only</p> <p>Position Number:</p>
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1 PURPOSE OF POSITION

The position of Communications Coordinator is responsible for the effective provision of:

1. Ensuring high quality communications support is provided to The Royal Children's Hospital (RCH) Foundation's wide network of stakeholders including supporters, fundraisers and Auxiliaries
2. Working collaboratively, proactively and with a flexible attitude with the Fundraising Department to support and deliver a wide range of campaigns and initiatives
3. Proactively contributing to the Organisation and playing an important role in fulfilling the goals of the RCH Foundation's communications strategy

2 ORGANISATIONAL RELATIONSHIPS

- Supervisor:
 - Communications Manager
- Positions that also report to Supervisor:
 - Communications and Marketing Coordinator
 - Graphic Design and Publications Coordinator
- Positions that report to this position:
 - None

3 ORGANISATIONAL CONTEXT OF POSITION

Founded in 1989, the RCH Foundation is the fundraising arm of The Royal Children's Hospital, Melbourne, one of the world's leading children's hospitals. The RCH Foundation has the vital role of raising and distributing donated funds to the hospital. While a legally separate organisation, the RCH Foundation works very closely with the RCH to help achieve its vision.

Generous community support helps to sustain the hospital's role as an international leader tackling some of the world's biggest health issues. To achieve this, the RCH Foundation supports a vast network of fundraisers and donors. Donated funds drive the hospital's growth and are utilised for purposes of medical excellence. They support only the most innovative, life-changing programs and initiatives – that would otherwise not exist - in the areas of leadership, training, technology, equipment, research and patient and family-centred care.

Vision We are The Royal Children's Hospital Foundation and we are changing the future of children's health. Our vision is that the RCH, founded in philanthropy, supported now and into the future will have the capacity to transform healthcare for children and young people

Mission The people of Victoria love the RCH and they want it to be the best. We inspire our community to invest in the hospital's future by supporting care, treatment, research and learning that will improve the lives of young people and their families.

Values We show **integrity** in all our interactions, being moral, ethical, honest, transparent and trustworthy.

We display **humility**, being modest, not self-important; confident in dealing with others.

We show **gratitude** and appreciation for the efforts of our donors and our colleagues.

We are **compassionate**, showing empathy in our dealings with each individual.

We are **inclusive** and **respectful**. We show loyalty and understanding.

The result of these values translates into action. We are known for delivery on our commitments.

4 NATURE AND SCOPE OF POSITION

4.1 Work Performed

- The role of Communications Coordinator is to implement high quality communications across a range of channels that work to increase philanthropic support for the hospital
- The Communications Coordinator will provide high quality communications support to fundraising and donor initiatives including campaigns and events
- The Communications Coordinator will show initiative and take responsibility for coordinating projects under the direction of the Communications Manager, while not losing sight of competing priorities and higher level communications objectives
- As part of a small team, the Communications Coordinator must be pro-active and hands on, with the ability to respond to requests swiftly
- It is important to note that due to the nature of working in a small team, flexibility is required, and the role will be fast-paced and enjoy a high level of variety.

4.2 Challenges and problem solving

Challenges facing the position may include:

- The need to be both hands-on and future directed simultaneously
- The need to manage competing priorities
- Working as part of small team with limited resources
- Bringing consistency and professionalism to communications messaging and materials involving a number of audiences and channels
- The need to identify improvement opportunities, streamline systems and organisational procedures and assist in implementing them

4.3 Decision-making

The Communications Coordinator will:

- Take support, advice and direction from the Communications Manager
- Adhere to, seek and coordinate appropriate approval procedures from relevant stakeholders for all projects and initiatives
- Maintain a proactive approach to day to day work practice and take responsibility for the development and implementation of agreed communications projects to ensure successful outcomes
- Work in close collaboration with the Communications and wider RCH Foundation team, and with the support of the Communications Manager, make decisions within the scope of communications briefs and requests

4.4 Organisational Communications and Representation

Internal

- RCH Foundation – act in accord with the RCH Foundation’s values and join in our flexible, supportive and passionate working environment, including a network of volunteer fundraisers, with good humour and a positive attitude
- RCH – Develop and maintain positive working relationships with hospital departments and external suppliers ensuring smooth communications and increased awareness of the RCH Foundation and the role of philanthropy

External

- Local and national networks – play a role building connections between the RCH Foundation and the wider health, fundraising, volunteer, not-for-profit and corporate sectors
- Represent the Communications Manager and/or the RCH Foundation when required.

5 KEY ACCOUNTABILITIES

Communications

The Communications Coordinator will be responsible for supporting the RCH Foundation's and key stakeholders, including the Good Friday Appeal's, fundraising activities. This will include:

- The delivery of efficient, cost-effective and customer focused internal and external communications strategies
- Implementing internal and external communications projects and initiatives across digital and print channels, with the support of the Communications Manager
- Writing, editing and proofing a wide variety of communications across a number of digital and print channels, usually working to tight deadlines. Including but not limited to:
 - Collateral – publications, brochures, invitations, donation aids, information kits, presentations
 - Stories, blog posts and newsletters for a variety of audiences
 - Contribute to the RCH Foundation's digital presence, including social media, website, e-newsletter
- Providing high quality communications advice to colleagues and follow through with implementation
- Understanding the importance of, and possess capability to work within established brand guidelines
- Championing the maintenance of brand guidelines to ensure production of professional and consistent branding and communication materials for the RCH Foundation
- Enthusiastically embrace variety in the role; an ability to work on large complex projects and smaller, simple ones
- Working with the team to develop systems and procedures where appropriate
- Maintaining a positive attitude, actively contributing to the Communications team
- Maintaining a knowledge base of the industry. Research and review trends, methods, strategies and new technologies to ensure the highest level of service. Always look for new opportunities to innovate.

6 SELECTION CRITERIA - KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

Essential

- Minimum two years' experience in a communications and/or marketing role with a degree/Advanced Diploma/Certificate in Communications, Media and/or Marketing and/or related equivalent
- Demonstrable experience in developing and executing communications campaigns, from inception to completion
- Demonstrable experience implementing high quality targeted communications utilising a range of digital and print channels
- Proven written skills for communications purposes (please attach two examples to your application)
- A thorough understanding of, and interest in, social media and digital communications
- Demonstrable ability to display initiative, manage priorities, take responsibility for projects and show a proactive attitude
- Demonstrable ability working with a variety of internal and external stakeholders
- Clear understanding of and personal commitment to the mission and values of the RCH Foundation

Desirable

- Knowledge of HTML, Adobe Creative Suite desktop publishing programs, familiarity with website CMS and Salesforce-based CRM preferred
- Experience in non-profit/charity industry will be looked upon favourably

Key Personal Attributes

- A positive, proactive attitude and enthusiasm for high quality work output
- Effective multitasking, time management and organisational skills. The ability to work well under pressure in a flexible, team environment
- High level of maturity and ability to exercise discretion in dealing with sensitive information.

7 TERMS AND CONDITIONS

- The position is offered as a three year contract full-time. There will be a six month probationary period
- There will be a requirement to work outside of normal hours on limited occasion for fundraising events and activities. Allowance is made for reasonable time-in-lieu. Flexible working hours and conditions are offered as is professional development.
- Competitive salary, inclusive of salary packaging, superannuation and leave loading. Total remuneration package is \$74,800. Leave entitlements as per national standards.

8 KEY PERFORMANCE INDICATORS

To be developed with a personal work plan.

MORE INFORMATION AND HOW TO APPLY

- Applications must address the Selection Criteria in the position description. Applications that do not address the Selection Criteria will not be considered.
- For further information or queries about this role, please contact Shakira Silvestri, Communications Manager on 03 9345 5539 or shakira.silvestri@rch.org.au

- Send your application, including your CV, and your response to the Selection Criteria to jobs.foundation@rch.org.au by COB Monday, 1 May 2017.

AGREEMENT TO THIS POSITION DESCRIPTION – to be filled out by the successful applicant

Signed by Sue Hunt, Chief Executive Officer
The Royal Children's Hospital Foundation

Signature:

Date:

Signed by the Appointee

Appointee Name:

Signature:

Date: