



Position Description

Job Title	Communications and Events Coordinator
Reporting to	General Manager
Hours	38 hours a fortnight 3 days one week, 2 days one week
Location	Yeronga, however, travel too other sites necessary
Award Level	Level 5 SCHADS

How this role adds to the community

This role is a **vital link** between Community Plus+ and the local communities we serve in West End, Yeronga and Annerley (Neighbourhood Centre footprint) and across the Brisbane LGA (QSTARs and Community Resilience footprint). It achieves this through fostering connection to empower our communities to be at the heart of inclusive change.

Core Purpose of the position

Build our capacity to effectively communicate with various stakeholders, including community members, government agencies, grant funding bodies, financial supporters, and partners. This involves sourcing and delivering engaging written content across different platforms, managing strategic communication initiatives, supporting the development of communication plans, and increasing media coverage of the organisation's work. Additionally, the role entails managing social media platforms, website content, e-newsletters, and marketing campaigns, while providing advice and support to staff and committee members on communication strategies. Ultimately, the role plays a crucial part in enhancing the visibility, engagement, and impact of Community Plus+ within its community and beyond.

Key Deliverables

Deliverable	Metric	Value Alignment
Regular Social Media Content Creation: Develop and post engaging social media content on all platforms (Facebook, Twitter, Instagram) at least three times per week, ensuring alignment with organisational messaging and strategic priorities.	3 communications per week. Weekly average engagement rate (likes, comments, shares) per post on each platform.	Welcoming All and Staying Connected
Continuous Website Management: Maintain and update website content regularly, including news articles, event listings, and resource materials, ensuring accuracy, relevance, and adherence to brand guidelines.	Monthly website traffic metrics, including total visits, unique visitors, and page views.	Staying Connected
Timely Newsletter Publication: Coordinate the creation and distribution of monthly e-newsletters, including sourcing stories, drafting content, and managing distribution lists, to keep	Monthly newsletter performance metrics, including open rates, click-	Welcoming All and Staying Connected

stakeholders informed about Community Plus+ activities and achievements.	through rates, and unsubscribe rates.	
Media Relations and Outreach: Serve as the primary contact point for media inquiries, proactively pitch story ideas to journalists, and cultivate relationships with media outlets to generate positive coverage of Community Plus+ initiatives and events	Number of media placements secured and media reach (e.g., circulation, viewership).	Welcoming All and Staying Connected
Monitoring and Reporting: Monitor social media engagement, website traffic, and media coverage metrics regularly, providing monthly reports to track progress against communication objectives and identify areas for improvement.	Monthly social media performance report, website analytics report, and media coverage report.	Staying Connected
Event Support and Coordination: Provide communication support for key events and initiatives, including promotional materials, media outreach, and live social media coverage, ensuring effective communication before, during, and after events.	Pre-event promotion metrics (e.g., event RSVPs, social media engagement), event attendance, and post-event feedback.	Being Creative and Empowering Others
Stakeholder Communication and Engagement: Facilitate regular communication with internal and external stakeholders, including staff, committee members, partners, and donors, to gather content, share updates, and solicit feedback to inform communication strategies and activities.	Frequency of communication with stakeholders (e.g., number of emails sent, meetings held).	Welcoming All and Empowering Others



Technical Competencies

Technical Skills	Proficient in using social media management tools to schedule and monitor posts across platforms
	Understanding of analytics tools such as, Google Analytics, Facebook Insights, Twitter Analytics, and Instagram Insights to track and analyse engagement metrics.
	Experience with website content management systems (CMS) like WordPress or Joomla to update content, add new pages, and manage multimedia assets.
	Familiarity with SEO principles to optimise website content for search engines and improve organic traffic.
	Proficiency in email marketing platforms such as Mailchimp or Constant Contact to create, manage, and distribute newsletters.
	Strong interpersonal skills to build rapport and foster collaborative relationships with internal and external stakeholders.
	Strong communication and networking skills to build relationships with media contacts and pitch story ideas effectively.
	Experience in event promotion strategies, including social media campaigns, email marketing, and promotional materials design
Previous Experience Required	Experience working in a similar role in the non-profit sector, community development organizations, or social enterprises would be particularly beneficial. This could include positions such as a Communications Coordinator, Marketing Officer, or Digital Content Specialist within organizations that focus on community engagement, social impact, or advocacy.
Qualifications and other checks and licences required	Relevant qualification in communications, journalism or similar relevant discipline.
	Current Blue Card and Positive Notice Police Check or capacity to attain Blue Card and Positive Notice Police Check
	Current Drivers Licence