



Position Description

Communications Coordinator – EXIT project

Background

All Together Now exists to eliminate racist behaviour in Australia through innovative, evidence-based and effective social marketing. We are the only national not-for-profit organisation in Australia with the sole purpose of addressing racism.

All Together Now's ground-breaking project "EXIT" seeks to build resilience to white extremism by planting a seed of doubt among young men in Australia.

All Together Now's Communications Coordinator on the Exit project is responsible for writing and implementing the marketing strategy for this project, including managing social media, advertising and media enquiries. This position will suit a Communications graduate with less than two years' experience. The Communications Coordinator reports to the Project Manager.

The Communications Coordinator will undertake the following tasks:

1. Implement the marketing strategy and ensure the goals are achieved.
2. Manage Twitter broadcasts for the project, in line with All Together Now's social media strategy.
3. Manage media enquiries in line with the project's media management strategy.
4. Manage Facebook and Google Ads and corresponding online advertising budget in relation to this project.
5. Regularly monitor analytics for mainstream media, advertising, website visitors and social media and make adjustments to the various tactics where necessary.
6. Proactively seek and contact new users of the project's Guide for front line workers. Encourage new users to promote the Guide to their staff.
7. Assist in monitoring and evaluation of the project

Due to the sensitive nature of this project, the Communications Coordinator will be required to keep some details of the project confidential indefinitely.

The Communications Coordinator will have the following key experience and competencies:

1. Demonstrated experience in implementing marketing strategy across multiple channels.
2. Ability to write clearly and appropriately for a range of audiences across social media, websites, media releases and formal publications.
3. Ability to manage media enquiries, and establish and maintain relationships with journalists.
4. Ability to set up, monitor and adjust online advertising campaigns (Google and Facebook).
5. Ability to cold-call potential new users of the project resources.

6. Excellent interpersonal communication skills, with ability to keep internal and external stakeholders appropriately informed.
7. Demonstrates a high degree of compassion and sensitivity with regards to the topic of this project.
8. Self-motivated worker who is proactive and shows initiative.
9. Genuine interest in human rights, with experience in racism prevention or closely related socio-political activities (eg refugee and asylum seeker rights, Indigenous rights, preventing hate speech, preventing cyber-bullying, etc.)

Remuneration and location:

This is a casual paid position from October 2013 – June 2014 with expected hours of half a day/week. Work may be done from home and/or All Together Now's office in Chippendale (Sydney).

This position will be paid a gross salary of \$60,000 pro rata, which is inclusive of 9.5% Superannuation.

To Apply:

Please send a copy of your CV and a covering letter outlining how you meet the selection criteria to Priscilla Brice, Managing Director at Priscilla@alltogethernow.org.au. Applications close 9am Wednesday 18 September 2013.

People from ethnic minority backgrounds, Aboriginal people and Torres Strait Islanders are strongly encouraged to apply.