



# Canberra City Farm Role

## *Marketing and Communications Coordinator*

Position title:	Marketing and Communications Coordinator
Location of position:	Varies
Reports to:	Canberra City Farm Executive Committee
Role, project overview and purpose	<p>The purpose of the Marketing and Communications Coordinator role is to:</p> <ul style="list-style-type: none"> <li>• Coordinate the promotion of all aspects of the Canberra City Farm and ensure sponsors are adequately recognised. This includes: developing flyers, promoting through the newsletter, facebook and twitter, creating signage, and looking for promotion opportunities.</li> <li>• Increase the promotion and communication of CCF and its activities in the community.</li> <li>• Expand the current CCF reach and increase the number of people on the monthly newsletter list.</li> <li>• Spread the word further about CCF activities through the production of timely and relevant communications including media releases, newsletter articles and through the strengthening or establishment of other communication avenues.</li> </ul>
Key responsibilities	<ul style="list-style-type: none"> <li>• Liaise with other coordinators and the CCF Committee to identify marketing and communication activities.</li> <li>• Manage all promotional materials and promotions of CCF events.</li> <li>• Research, write, coordinate and edit content for CCF communications, including for the website, facebook, twitter, newspapers, radio and for newsletters of other organisations.</li> <li>• Strengthen existing, and establish new, ways of communicating and getting CCF information out to the broader community.</li> <li>• Mentor and support the next person to take on the position.</li> </ul>
Existing arrangements	<p><b>Templates</b></p> <ul style="list-style-type: none"> <li>• Standard poster and flyer templates have been established and easily modified for future events.</li> </ul> <p><b>Newsletters</b></p> <ul style="list-style-type: none"> <li>• Mailchimp instructions and standard templates for the newsletter have been established.</li> </ul> <p><b>Website</b></p> <ul style="list-style-type: none"> <li>• The general website pages are in place and additional pages or modifications are simple to make.</li> </ul>
Minimum period	<ul style="list-style-type: none"> <li>• 1 year + time to coach next person to take on the role.</li> </ul>



# Canberra City Farm Role

Skills, experience and attributes	<ul style="list-style-type: none"> <li>• Excellent written and oral communication skills.</li> <li>• Knowledge and understanding of sustainability issues is desirable, particularly an understanding of CCF.</li> <li>• An active interest in current affairs and an understanding of the news cycle and how to communicate effectively.</li> </ul>
Training that will be provided by the CCF:	<ul style="list-style-type: none"> <li>• Coached and supported to do each responsibility by an experienced CCF member and the CCF Executive Committee.</li> </ul>
Benefits for the volunteer:	<ul style="list-style-type: none"> <li>• Increased skills and self-confidence.</li> <li>• Contributing to grow the CCF community.</li> <li>• Practice field for developing and practicing coaching and influencing skills.</li> </ul>
Benefits to CCF:	<ul style="list-style-type: none"> <li>• Increased awareness of CCF in the community.</li> <li>• Improved reputation, credibility, brand and impact of CCF.</li> </ul>
Other requirements of the role:	<ul style="list-style-type: none"> <li>• Induction training.</li> <li>• Police check (if required).</li> <li>• Medical check (if required).</li> </ul>
Name of volunteer	
Start date:	
End date:	
Hours and days required per week:	
Learning needs:	
Any other training required (please describe):	
Any other special conditions (please describe):	
Mentor:	
Volunteer signature:	
Executive signature:	
Date:	
Date of review:	
Last person in position:	



# Canberra City Farm Role

Last person's learning insights and tips:	
---	--