

POSITION DESCRIPTION

PR and Communications Coordinator, National

Primary Purpose

The PR and Communications Coordinator is responsible for assisting in the development and implementation of PR campaigns and communication activities to increase Redkite's profile. As part of the Marcomms team, this role also supports integrated marketing, brand and fundraising activities and is responsible for ensuring there is a unified Redkite 'voice'.

The PR and Communications Coordinator reports to the Communications Manager. This full-time position is based in Redkite's Melbourne office and has no direct reports.

Position Key Result Areas

Media and social media	<ul style="list-style-type: none"> • Media monitoring and reporting (including social media), so the insights can be used to improve existing and develop new PR campaigns • Support the response plan for key internal and external media and public relations opportunities • Identify, liaise with and develop and maintain relationships with key influencers (media, government, community) • Working with the Services team, gather family and young people's stories and manage relationships with families and young people to ensure positive collaboration on Redkite activities • Ensure communications, messages and strategies are consistent and aligned with Redkite's communication strategy and brand guidelines
Writing, proofreading and producing communication and marketing materials	<ul style="list-style-type: none"> • Contributing to materials across the communications spectrum including annual reports, newsletters, brochures, website updates and information sheets • Working with the graphic designer, preparing design briefs and providing feedback to ensure consistency • Accurately proofreading print and digital communication pieces • Writing well thought through and on brand event and marketing materials including advertisements, promotional material and event programs • Coordinating approvals and print production
Events and campaigns	<ul style="list-style-type: none"> • Support the implementation of integrated campaigns (advocacy, media, digital) • Work on the planning and delivery of fundraising and brand activation events •
Act as brand custodian	<ul style="list-style-type: none"> • Represent Redkite as required at events and meetings, with the understanding that some of these will occur outside normal work hours • Utilise and manage volunteers wherever possible, ensuring a beneficial relationship for all parties

Qualifications & Training	<p><i>Desirable</i></p> <ul style="list-style-type: none"> • Tertiary qualifications in public relations, communications or a related field • Three to five years' experience
Experience and knowledge	<p><i>Essential</i></p> <ul style="list-style-type: none"> • Strong knowledge of the media environment, assessment and evaluation skills – ‘news sense’ • Clear and effective writing style with an understanding of tailoring messages for different audiences • Broad understanding of media and media deadlines • Excellent interpersonal and communication skills with ability to effectively engage internal and external stakeholders at all levels • Experience in coordinating and implementing publicity campaigns from brief to implementation • Ability to work to deadlines in a busy environment – working on multiple projects at any given time • Copywriting and proofreading experience • Demonstrated experience producing communications materials to deadline • Demonstrated experience working with a team • Current Drivers Licence <p><i>Desirable</i></p> <ul style="list-style-type: none"> • CMS and basic html skills • Photoshop skills • Experience in, or understanding of, eDMs
Skills & Competencies	<p><i>Essential</i></p> <ul style="list-style-type: none"> • Highly motivated, positive and solutions focused and has a ‘can-do’ attitude. • Sensitive and empathetic nature with an ability to work with supporters and stakeholders of all backgrounds – from Board members, corporate supporters, volunteers, through to young people and families facing cancer. • Understanding and willingness to represent Redkite at events as an integral member of the team as required – sometimes after normal work hours.

Behaviour Principles: REAL

For all employees of Redkite

<p>Respectful <i>Value others, care & listen</i></p>	<ul style="list-style-type: none"> • Sincerely acknowledge the presence and input of others • Show empathy towards colleagues and clients • Listen with the intent to understand not to reply • Consultative when working with others
<p>Enabling <i>Collaborate, empower & inspire</i></p>	<ul style="list-style-type: none"> • Work cooperatively with a positive attitude to achieve common goals • Encourage colleagues to express their ideas and expand on their abilities • Inspire others to commit to goals by leading by example • Fosters innovative thinking about ways to achieve individual and organisation goals
<p>Accountable <i>Take responsibility, strive for excellence & value learning</i></p>	<ul style="list-style-type: none"> • Confronts problems quickly and proactively • Display a strong commitment to organizational success • Look for opportunities to learn and develop professionally and personally. • Takes reasonable care for the health and wellbeing of themselves and others
<p>Lively <i>Have passion, drive & resilience</i></p>	<ul style="list-style-type: none"> • Tell stories that inspire myself and the people I am talking to • Go above and beyond to achieve greater results • Pursue operational efficiencies and adapt to new ways of working. • Models optimistic and resilient behaviour