



Queensland Social Enterprise Council Ltd

QSEC Marketing and Comms Coordinator

Creating opportunities to promote and amplify the Social Enterprises Sector in Queensland.

POSITION DESCRIPTION

Responsible to:	Chief Executive Officer, QSEC
Hours	Part time 2.5 -3 days per week PT (flexibility available)
Location	Brisbane
Rate of Pay	Base rate \$80,000 p/a prorata (+SUPER)

Marketing and Communications Co-ordinator Position Description

Our Purpose:

The Queensland Social Enterprise Council Ltd (QSEC) is a not-for-profit with a vibrant social enterprise membership. We exist to support an innovative and capable social enterprise sector in Queensland that is sufficiently resourced to achieve high social, cultural and environmental impact.

ABOUT QSEC

The Queensland Social Enterprise Council (QSEC) is the peak body democratically representing social enterprise in Queensland. It is an incorporated Association and represents ordinary and associate members, with a democratically elected management Board.

QSEC was founded in 2013 by a volunteer management Board of dedicated social entrepreneurs to develop and define the QLD social enterprise sector and provide a forum for mutual support.

QSEC's vision is a *vibrant, innovative and capable social enterprise sector in Queensland that is sufficiently resourced and supported to achieve high social, cultural and environmental impact*. Its strategic objectives are to:

1. Promote social enterprise
2. Provide a forum for discussion between social enterprises
3. Carry out research into social enterprise
4. Publish and speak on social enterprise
5. Encourage the development of mechanisms such as social procurement and social enterprise funding for the advancement of social enterprise
6. Advocate with governments, private sector and the charitable sector to facilitate the development of social enterprise
7. Liaise with other bodies interested in the development of social enterprise

The current QSEC membership are particularly focused on increasing the Council's engagement with regional social enterprise communities across QLD to encourage broad sector growth and the development of network supports to ensure effective advocacy for regional, as well as metropolitan, interests.

Position Summary

The Marketing and Communications Co-Ordinator is primarily responsible for developing, implementing and reporting the QSEC brand and marketing strategy for Queensland and its regions. Working closely with the CEO to communicate the work and needs of our members, the sector, community and systems change in promotional activities to complement our organisations objectives.

POSITION CONTEXT

The Marketing and Communications Co-Ordinator must have knowledge of creating, implementing and delivering campaigns across multiple channels and multiple customer segments. As part of a small team, you will be in control of executing all marketing and comms for the business.

The successful applicant will show a minimum of five years' experience with skills in graphic design, video editing, social media, emails and updating websites. A good fit will also show implementation of strategy, communications of complex issues and the ability to lean on reports to identify trends and adjust accordingly.

Being a member-driven organisation, this diverse role will inform a major part of the growing social enterprise movement and includes communications on behalf of members, events, regional development, networks, partnerships, stakeholders and government.

A knowledge of social enterprise and the sector is preferred.

KEY RESPONSIBILITIES/OUTCOMES

- Oversee the development, implementation and evaluation of the QSEC brand and marketing strategy.
- Work with the QSEC team and create informed communications on behalf of their members.
- Manage the application of the brand across all QSEC networks, stakeholders and partners build on existing communications
- Produce and distribute all marketing and communications collateral.
- Develop and manage a framework to amplify QSEC members and their social enterprise impact.
- Grow the QSEC Stories project and manage existing and new story development.
- Manage the growth strategy of the social media environment for QSEC.
- Manage and control iterations of the website maintenance and upgrades.
- Provide informed recommendations to the CEO and QSEC Board on marketing and communications strategies across all platforms.

SELECTION CRITERIA

The following criteria must be met for consideration for this position:

Essential

- A tertiary qualification in marketing, communications, media, or a related discipline, and/or equivalent 5+ years in demonstrated experience in a related field
- Demonstrated experience in content creation and social media marketing
- Strategic marketing, communications and project management skills
- Proven track record in successful delivery and reporting of campaigns
- Demonstrated experience in developing and implementing communication strategies
- Proven track record in designing campaigns for digital, social and print media
- Basic Video Editing Skills
- Good written and verbal communication skills
- Ability to be self-motivated, responsive and flexible in an environment multiple priorities

Desirable

- Experience in a government, social enterprise or not-for-profit marketing
- Experience working in a politically sensitive environment or complex organisation.
- Understanding of the social enterprise or broader business for good sector in Australia.
- Ability to work outside of core hours to represent QSEC and attend events or forums

About the role

This role is a 3 day per week, with the trajectory of becoming a full-time role. QSEC offers inclusive and flexible working arrangements, however the successful candidate will be required to visit QSEC Headquarters in

Brisbane City regularly.

Salary

\$80k pro rata

POLICIES AND WORKPLACE PRACTICES

All QSEC employees are required to acquaint themselves with the organisation's policies and procedures and to abide by them at all times.