

COMMUNICATIONS COORDINATOR

JOB DESCRIPTION

SUMMARY			
DEPARTMENT	Communications	DATE	Sept 2018
JOB GRADE	Contract	REVIEW DATE	Dec 2018
JD REFERENCE NO.	COM_004		
REPORTING STRUCTURE			
REPORTS TO (TITLE)	Special Projects Manager		
MANAGER ONE REMOVED (TITLE)	Managing Director		
DIRECT REPORTS	-		
KEY PEER RELATIONSHIPS	Multimedia Content Producer Supporter Services Coordinator		
EXTERNAL RELATIONSHIPS	Donors Probono/volunteer support		
ROLE SUMMARY (PURPOSE)			
<p>The Communications Coordinator works closely with the Multimedia Producer and Supporter Services Coordinator as part of CCT's Communications Team.</p> <p>The primary responsibility of this role is to coordinate content development and curate stories that best demonstrates our work to key stakeholders. You will be responsible for interpreting briefs from management and working with relevant teams to execute key deliverables.</p> <p>CCT's Communications Team is responsible for meeting fundraising and advocacy objectives as part of CCT's overall strategic plan.</p>			
KEY WORK OUTPUTS AND ACCOUNTABILITIES			

COMMUNICATIONS SCHEDULE

- Maintain production schedules and coordinate contributors.
- Liaise with relevant teams to ensure content is engaging, accurate and complies with CCT policies.
- Ensure all stakeholders are receiving the relevant reports, updates and appropriate attention as outlined in their engagement plans.

EDITORIAL

- Implement quality control measures to ensure all communications content is of a high-standard and complies with CCT style guides.
- Embed brand consistency (incl: visual and messaging) throughout all collateral.
- Update and review style guides according to revisions cycles.

RELATIONSHIPS

- Coordinate communication activities with partners, service providers and volunteers.
- Build positive relationships with donors.
- Build donor profiles to help meet their needs.

DONOR ENGAGEMENT PLANS

- Map out story arcs to meet the specific requirements of various donor engagement plans.
- Identify and edit suitable content to build out donor engagement plans.
- Collect feedback and customise donor engagement plans accordingly.

SOCIAL MEDIA

- Develop monthly social media plans in line with CCT's social media strategy.
- Create engaging posts that articulate our work.
- Ensure our social media presence strengthens brand identity.

REPORTS, CASE STUDIES AND UPDATES

- Write content to a high standard and meet the needs of the specific audience.
- Assist with the editing and proofreading of all content.
- Check sources (internal and/or external) to confirm that information and facts are correct.

CAMPAIGNS

- Coordinate the production of all content required for the successful execution of campaigns.
- Write engaging copy that prompts end-users to take action.
- Liaise with third-party service providers to ensure key campaign components are being actioned.

TEST AND MEASURE

- Compile monthly reports on all outgoing communications to determine what is working well and what requires improvement.
- Identify trends.
- Develop and maintain content lifecycle procedures.

ADMINISITRATION

- Assist with communications administrative duties.
- Contribute to major donor visits.
- Provide support to Multimedia Producer and Supporter Services Coordinator, as required.

KEY DIMENSIONS (SIZE, BUDGETS, ADDITIONAL KPIs etc.)

- Compliance with CCT's policies and relevant laws
- Compliance of CCT style guides.
- Act decisively, honestly and with integrity at all times
- Maintain 'energy' within the organisation to drive performance

QUALIFICATIONS	Tertiary qualifications in Communications is ideal, but not necessary.
EXPERIENCE	<ul style="list-style-type: none"> • Working in a communications role. • Working with social media platforms. • Fundraising experience would be nice (but not essential).
SKILLS / KNOWLEDGE	<ul style="list-style-type: none"> • Strong attention to detail and organisational skills. • Professional, articulate and hardworking. • Strong writing skills and the ability to write to different audiences. • Confident using social media platforms, Wordpress and Google Analytics. • Natural knack for building rapport with people. • Ability to work in both creative and data-driven domains. • Ability to interpret complex ideas and communicate in a simple and engaging way. • Strong team player with the ability to work autonomously. • Ability to embrace changing processes in a dynamic work environment. • Excellent presentation and written communication skills. • Ability to prioritise and manage own workload.
<p>Employee Name: _____ Date: _____</p> <p>Employee Signature: _____</p>	