

POSITION DESCRIPTION

Job title:	Digital Content and Communication Coordinator
Position details:	Fixed term full time (6 months) with a view to permanent FT ongoing role 38 hours per week
Reporting to:	Managing Director
Annual salary (pro rata):	\$62,433 inclusive of penalties and allowances + superannuation
Primary Location:	2 Wingrove St, Alphington and various market sites within Melbourne

ABOUT US

The vision of Melbourne Farmers Markets (MFM) is “connecting urban communities with Victorian farmers.” Our social purpose is to support communities at both ends of the shortest possible food supply chain, and to facilitate direct personal, financial and educational exchanges between regional and urban Victorians.

Pre-COVID19, MFM managed seven accredited farmers markets across Melbourne. Whilst four of our seven sites were forced to close, we continued to trade throughout 2020 with determination and continual adaptation to the dynamic environment. 2021 is about consolidation, rebuild and grasping the opportunity to change and improve our enterprise.

PURPOSE OF POSITION

The position will allow MFM to expand our social purpose in the following specific ways:

In collaboration with the Business Development Manager and Managing Director, design a central strategic marketing plan to position MFM as a key voice for sustainable food systems and farming practices, regional food cultures, seasonal produce, and strengthening relationships between the consumer and producer.

- Implement and deliver the central strategic marketing plan through:
 - Creating content with key stakeholders.
 - Distributing both printed and electronic marketing materials.
 - Forming partnerships with like-minded organisations to elevate voices and shared values.

In the coming months, MFM will be further investing into the site, expanding our distribution centre and establishing regional food loops. MFM will also be activating plans for onsite events with a particular focus on outdoor dining.

Activities to include, but not limited to:

- Create and distribute weekly newsletter and actively build its readership.
- Driving active participation through engaging website and social media content.
- Coordination, creation and distribution of collateral and signage across all markets and events.
- Increase reach and audience through data collection and analysis, market research and media coverage.
- Partnering with like-minded organisations including site partners.
- Optimising Facebook/Google et al advertising campaigns.
- Image and logo library management in SharePoint.
- Submit content and updates for external publications such as school newsletters and cross-promotional partner platforms.
- Collect and post content on the ground at farmers markets and assist with general market day activities.
- Collaborate with MFM staff on new initiatives and events.

KEY SKILLS

- Demonstrated experience with social media and analytics.
- Excellent written communication skills, a flair for language, and ability to produce engaging content across multiple platforms and EDMs.
- Utilise Wordpress, Facebook, Instagram and Mailchimp to deliver content with a view to extend our program.
- Excellent graphic design skills, the ability to create striking images and cohesive messaging and branding.
- Competent and creative photography skills

- Strategic and creative thinking skills to develop and contribute to a successful communication strategy.
- Outstanding organisational skills that will thrive and come to the fore in a fast-paced office environment.
- High level of computer and cloud literacy, particularly in Microsoft Office 365, SharePoint, Access, Outlook and Photoshop.
- Demonstrated experience in a not-for-profit and/or social enterprise environment.
- Strong interest in local food systems and building community resilience.

PREFERRED EXPERIENCE / PERSONAL ATTRIBUTES

- Minimum 3 years in a Communications environment
- Understanding and passion for local and seasonal food cycles
- Empathy for Victorian farmers, food producers and small business operators
- A self-directed, flexible team player
- Able to communicate with a diverse range of people including stallholders, staff and other stakeholders.

IMPORTANT INFORMATION

The role is largely office-based through the week at the MFM offices in Alphington. Some weekend work and travel will be required. Markets are mostly held on weekends, and we expect attendance of at least one Farmers Market each weekend in order to get to know our producers and their offering, as well as providing communications support for our market staff. Flexible working arrangements can be considered, but this is not a role that can be performed entirely remotely.

The role is funded by the Victorian State Government for six months, and therefore the contract is for this funded period only. We anticipate an ongoing need for the position to continue and that the right candidate will have ongoing employment with MFM. This will be negotiated separately.

APPLICATIONS

Applications close 5:00pm Sunday 14 February.

As this position is funded by the Victorian State Government through the Working for Victoria program, applications are only accepted through the Sidekicker employment platform. Below is a quick overview of the registration process.

Step one:

- You must register via the [Working For Victoria website](#)

Step two:

- You will be taken through to the Sidekicker registration form where you fill out their details including a short bio, location, and previous work history.

Step three:

- Your registration will be processed and you will receive an email notification when this is completed.
- Monday to Friday registrations will be processed within 24hours.

If you have difficulties completing the registration form or have questions about the WFV account, the support team is ready to help and can be contacted via the blue chat bubble on the WFV app or desktop. Additionally you can email Sidekicker for additional support at support@sidekicker.com.au