

# Position Description

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| <b>Position Title</b> | <b>Communications Coordinator</b> |
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| <b>Position summary</b>  |
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| <p>One of the key purposes of the Development and Engagement team is to promote the Stephanie Alexander Kitchen Garden Foundation (SAKGF); communicate with the kitchen garden school and centre community; and pursue revenue-raising opportunities to support the sustainability of the organisation.</p> <p>The role of the Communications Coordinator is to work closely with the Development and Engagement Manager and team to produce a wide variety of communications for the kitchen garden community, the broader general public, fundraising opportunities, corporate partners and the media.</p> |

| <b>Key activities and goals to achieve</b> |   |
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| <b>Key activities</b>                      | <b>Goals to achieve</b>   |
| 1.0<br>Community engagement                | <ul style="list-style-type: none"> <li>• Communication is created to engage, inspire and influence the public, the kitchen garden community and the SAKGF team to further pleasurable food education</li> </ul>   |
| 2.0<br>Communications outcomes             | <ul style="list-style-type: none"> <li>• Key messages of SAKGF are disseminated through SAKGF channels</li> <li>• SAKGF newsletters are developed and disseminated to an agreed timeline</li> <li>• News stories are sourced and written to SAKGF standards</li> <li>• Engaging web content, news stories and newsletters are written</li> <li>• Campaign collateral, plus other copy for marketing and communication initiatives are written</li> <li>• Other digital marketing assets are created in line with the needs of the organisation</li> </ul>   |
| 3.0<br>Media relations                     | <ul style="list-style-type: none"> <li>• Media enquiries are responded to in a timely manner</li> <li>• Media releases are developed, and news stories pitched to the media</li> <li>• Media relationships are acquired and stewarded</li> <li>• The media contacts database is up to date</li> <li>• SAKGF media coverage is regularly reported, with the archive maintained</li> </ul>  |
| 4.0 Editing and proofreading               | <ul style="list-style-type: none"> <li>• Development and Engagement team collateral is edited and proofread</li> <li>• General SAKGF collateral and resources are edited and proofread as required</li> </ul>   |
| 4.0<br>Event support                       | <ul style="list-style-type: none"> <li>• The broader SAKGF team is supported with event resource requirements including collateral and signage</li> </ul>   |
| 5.0<br>Participation and reporting         | <ul style="list-style-type: none"> <li>• Positive and professional demeanour consistent with SAKGF Philosophy and valued behaviours is demonstrated</li> <li>• Formulating and documenting processes within your role is proactively approached</li> <li>• Reports that track progress against goals are prepared as required</li> <li>• Annual planning processes, reflecting the needs of the Development and Engagement team, are supported</li> <li>• Open and honest discussion, with a focus on outcomes and a commitment to complete actions, is demonstrated</li> <li>• Commitment to the integrity, validity, currency and security of all SAKGF information is continuous</li> <li>• Participation in meetings and events is constructive, professional and enthusiastic</li> </ul> |

This is not an exhaustive list of responsibilities or skills. This document is to be used as a guide only and job-holders may be required to complete tasks outside of this Position Description.  
January 2020