

ROLE:	Marketing and Communications Coordinator
REPORTS TO:	Chief Executive Officer (CEO)
PARALLEL SUPPORTS:	Finance/Membership/Events/Advocacy
KEY STAKEHOLDERS:	External Providers: Donors, sponsors, media outlets, and community organisations Internal Providers: VESPIIA members and Operational Committee teams.
STATUS:	Volunteer Position

ORGANISATION OVERVIEW

The Veterans, Emergency Services & Police Industry Institute Australia (VESPIIA) is a for-impact organisation built to support the supporters, acting as a peak body for the organisations, staff and volunteers working to deliver support and programs to Veterans, Emergency Services, Police and their families.

VESPIIA achieves this through providing advocacy and lobbying on behalf of the sector, professional development and networking events, resources and other support, to ensure our members can deliver the best possible support to the community.

ROLE OVERVIEW

The Volunteer Marketing and Communications Coordinator will support VESPIIA's efforts to enhance its visibility, strengthen its brand, and engage effectively with stakeholders. This role will involve managing communication channels, creating content, and contributing to marketing campaigns that align with VESPIIA's mission and strategic goals.

KEY RESPONSIBILITIES

1. Marketing and Communications
 - Assist in developing and implementing marketing strategies to promote VESPIIA's initiatives and events.
 - Manage digital communication channels, including social media and the VESPIIA website.
 - Create engaging content such as newsletters, blog posts, social media updates, and promotional materials.
 - Monitor and report on the performance of marketing campaigns to assess impact and identify areas for improvement.
2. Media Relations
 - Draft and distribute press releases to raise awareness of VESPIIA's activities.
 - Support media outreach efforts by liaising with journalists and media outlets to secure coverage.
 - Maintain a database of media contacts and track media engagement metrics.
3. Stakeholder Engagement
 - Support efforts to strengthen relationships with sponsors, donors, and community partners through effective communication.
 - Assist in developing sponsorship packages and promotional materials to attract new partners.
 - Collaborate with other volunteers to ensure consistent messaging across all communication channels.
4. Administrative Support

- Maintain a calendar of marketing and communication activities, ensuring deadlines are met.
- Keep records of stakeholder interactions and communications for reporting purposes.
- Contribute to the preparation of impact reports and other documentation for stakeholders.

SKILLS AND COMPETENCIES

- **Communication Skills:** Strong written and verbal communication skills to convey VESPIIA's mission and achievements.
- **Creativity:** Ability to develop engaging and innovative content for various platforms.
- **Technical Proficiency:** Familiarity with social media platforms, basic graphic design tools, and content management systems (e.g., WordPress).
- **Organisational Skills:** Ability to manage multiple tasks and meet deadlines effectively.
- **Team Collaboration:** Willingness to work closely with other volunteers and stakeholders.
- **Passion for Service:** A commitment to supporting those who serve our communities.

QUALIFICATIONS AND EXPERIENCE

- Prior experience in marketing, communications, or public relations is beneficial but not required.
- Experience with Linked In is essential.
- Enthusiasm for contributing to a volunteer-driven organisation.
- Familiarity with not-for-profit environments is a plus.

COMMITMENT AND EXPECTATIONS

- Approximate time commitment: 3-5 hours per week, flexible based on availability and deadlines.
- Attend monthly Operational Committee meetings (virtual or in-person as required).
- Maintain regular communication with committee leads to report progress.

SUPPORT PROVIDED

- Orientation to VESPIIA's mission, goals, and processes.
- Access to templates, resources, and team support for marketing and communication tasks.
- Opportunities for skill development and networking within the sector.