



Position Description – Promotion and Programs Coordinator

Position Details

Position Title: Promotion and Programs Coordinator

Tenure: 1 year contract, with a 3-month probation period

Classification: Neighbourhood Houses and Adult Community Education Centres Collective Agreement 2016, SCHCADS Award, Level 4.1.

Hours: 12 hours per week, to be worked as negotiated.

Reports to: Centre Manager

Supervises: Tutors and Volunteers

Performance appraisal: Conducted annually by the Centre Manager

Location: Unit 2, 284 Thompson Road Templestowe Lower

Conditions: Neighbourhood Houses and Adult Community Education Centres Collective Agreement 2016.

Specific Conditions: 4 weeks annual leave pro rata, 1 of which to be taken One week of annual leave to be taken during end of year due organisational shutdown, other 3 weeks pro. Purchased leave or leave without pay is negotiable.

Creation Date: June 2024

About the Organisation

Living and Learning at Ajani is an independent, community-based, grass-roots, not-for-profit Neighbourhood House. We empower our community, provide social connection and lifelong learning opportunities, training and education, community supports and services, promote tolerance and celebrate inclusivity, pursue social justice outcomes and engage in community development.

Role of the Promotion and Programs Coordinator

This is an exciting opportunity to renew Living and Learning at Ajani's brand awareness, build on an established program suite and help more people to discover their local best-kept secret.

Purpose of role

The Promotion and Programs Coordinator will increase the awareness of Living and Learning at Ajani and its programs, activities and services and to develop new community programs. Driving enrolments into educational, community and social programs is a key outcome and relates directly to our Strategic Plan's aim of increasing the number of participants at the Neighbourhood House. Increased promotion of our social enterprise Ajani Hub Café will assist the organisation in its efforts to make the Hub Café profitable, and ensure the cafe is a thriving community hub. The role also encompasses program development to increase our suite of community program offerings and respond to community interests, encourage social connection and strengthen the organisation's financial position.

Key Responsibilities

Promotion:

- Build brand awareness through diverse channels.
- Create and deliver a strategic marketing plan and schedules.
- Build our social media profile and manage social media platforms.
- Be responsible for the creation of high-quality advertising materials including social media material, print media, website material (internal and external) and other material as required (e.g. real estate boards) and ensure it is distributed appropriately.
- Drive enrolments and encourage new participants to enrol in ACFE courses, fee for service programs and social groups to work towards the achieving the organisation's Operational Plan.
- Increase awareness of the Ajani Hub Café to increase income.
- Coordinate with other staff members and volunteers to ensure good internal communication and a 'no surprises' approach.
- Ensure that promotional material is prepared in a timely fashion, is accurate and matches organisation's branding needs.
- Recruit, train and coordinate volunteers connected with promotional activities (e.g. information stalls, etc.)
- Develop a more formal brand kit and document it.
- Facilitate production of the monthly newsletter.

Programs Planning and Delivery:

- Design and develop new Fee for Service programs to increase revenue for the House and increase the number of people enrolled.
- Develop new Social Group programs to respond to identified community needs and increase the number of people enrolled in programs.
- Source, interview and engage new tutors.
- Organise replacement tutors as required.
- Liaise with prospective and current tutors on matters pertaining program development.

Accountability and Reporting:

- Contribute to organisational reporting, including Operational Plan progress reports relevant to your areas of responsibility.
- Develop and deliver the Annual Report in collaboration with the Centre Manager and other team members.
- Coordinate regular participant feedback and evaluation of programs and collate resulting data for planning and review in consultation with the Centre Manager.
- Ensure accurate records are kept, including class attendances and any tutor absences, and correctly filed.
- Assist with the provision of program data for reporting to the relevant regulatory and funding bodies within the required timeframes.

General Duties:

- Assist with general administration as required, including reception, helping with course enquiries, enrolments and receipting.
- Provide troubleshooting and facilitate third party support to address IT issues relating to program delivery.
- Assist with hosting activities and events at the Neighbourhood House as directed by the Centre Manager.
- Assist with the review, update and development of policies and procedures that involve tutors and course participants.
- Contribute to the continuous improvement of strategic, administrative, online and management systems.
- Other duties relevant to the role as directed by Centre Manager.

Key Selection Criteria:**Essential**

- Demonstrated graphic design or desktop publishing skills.
- Demonstrated skills in creating and managing socials using diverse formats.
- Demonstrated ability to successfully develop and implement a marketing plan.
- An ability to research, implement and evaluate programs and activities, preferably in a community environment.
- Excellent verbal and written communication skills, good copywriting skills and a polite and friendly telephone manner.
- Highly developed interpersonal skills, and a demonstrated ability to work with a wide range of people from diverse backgrounds and cultures.
- Good computer skills, including using the Microsoft Office or Google suite, and familiarity with web-based communication and promotional tools such as Canva, Mailchimp etc.
- Good time management skills, with an ability to prioritise and delegate tasks effectively to meet deadlines.
- Well-developed problem-solving skills.
- Ability to exercise discretion and respect confidentiality and adhere to privacy, cyber security and child safety regulations and policies.
- Ability to work autonomously and as part of a team.

Desirable:

- An understanding of Neighbourhood Houses/Community Centres and the Not-for-Profit sector.
- Demonstrated capacity to coordinate, encourage and work well alongside fellow staff, tutors and volunteers.
- Ability to identify and implement changes in the office that will lead to improved member experiences and workplace processes.
- A language or languages other than English.
- Experience working with volunteers.