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Role description

Role Title	Marketing and Communications Coordinator
Team	Strategy and Research
Location	Slacks Creek
Classification Level	Level 6
Reports to	Marketing and Communications Manager

Our Vision - Building independence and participation.

Our Purpose - YFS backs people to overcome adversity and to thrive.

- Our Values** -
-  **Excellence** - we deliver high quality services and have high expectations
 -  **Integrity** - we act honestly and openly
 -  **Optimism** - we think and act with confidence about people and the future
 -  **Steadfastness** - we persist to overcome barriers and adversity with our clients
 -  **Courage** - we challenge ourselves and others to create change



YFS has a long history of working with and empowering First Nations peoples. The [YFS Cultural Framework](#) sets out our continuing commitment and the actions we will take as a community member, a service provider and an employer to back First Nations peoples to achieve their aspirations and thrive

YFS is committed to promoting a unified, harmonious, safe and inclusive community. We recognise that all types of diversities deepen and enrich our community and provide an invaluable asset for our future.

We pride ourselves on ensuring our services and work environments are safe, inclusive, welcoming and accessible for all, regardless of ethnicity, gender, gender identity and expression, sexual orientation, disability, or religion.

Primary purpose

The Marketing and Communications Coordinator will support the development and implementation of YFS' marketing and communications strategies with a strong focus on social media, content creation and copywriting. This role involves collaborating closely with the Marketing and Communications Manager to enhance YFS' brand presence, engage audiences and support various communication initiatives across digital and print platforms.

Key accountabilities

Service delivery

- **Content Creation and Copywriting:** Develop, edit, and curate engaging content for YFS's social media, website, newsletters, and campaigns, while crafting compelling copy for client stories, B2B materials, media releases, and advocacy letters. Maintain brand voice and ensure all materials are professional, impact-driven, and tailored to resonate with specific audiences.
- **Social Media and Digital Marketing:** Manage YFS's social media presence with tailored content planning, audience engagement, and response handling, while supporting digital marketing strategies, including SEO, SEM, social media, and email marketing to enhance reach, engagement, and brand awareness.
- **Analytics & Reporting:** Support in tracking and analysing digital marketing metrics, including social media engagement and SEO performance. Assist in compiling reports and making data-driven recommendations to improve YFS' digital marketing outcomes.
- **Marketing Coordination:** Oversee supplier relationships, inventory management and merchandising needs for events and service sites. Help to manage the marketing inbox, update marketing assets and coordinate activities such as photo and video shoots.

External relationships

- **Media Engagement:** Assist in maintaining relationships with media contacts, monitoring media and support the preparation of press materials.
- **Community Building:** Engage with YFS' online community, fostering positive interactions and promoting YFS' services and advocacy efforts to align with organisational objectives.

Leadership and values

- Apply YFS values, ethics, policies and procedures across all work practices. Contribute to the resolution of work-related matters by being honest, approachable and responsive.

Teamwork and collaboration

- **Cross-Departmental Support:** Collaborate with team members across departments to capture service stories and program updates for promotional use.
- **Assist, Strategy, Marketing and Research Team:** Work under the direction of the Marketing and Communications Manager to execute planned campaigns and projects, offering support with content needs and campaign coordination.

Professional accountability

- Use YFS and partner information and resources accountably.
- Undertake work in accordance with team standards and YFS policies, protocols, and procedures, including workplace health and safety, risk management, and relevant legislative requirements.
- Work within the standards and principles of safeguarding children and vulnerable adults.

Problem solving and decision making

- Identify and resolve problems, and contribute to improving working processes and procedures to improve service delivery to clients.

Administration

- Enter data, maintain records and complete documents in line with YFS document management and record keeping procedures.

Cultural respect

- Acknowledge the history and ongoing impacts that Aboriginal and Torres Strait Islander people experience
- Deliver services that are person and community centred for Aboriginal and Torres Strait Islanders and people from diverse cultural backgrounds.

Relevant skills, knowledge and experience

Experience and qualifications

- Tertiary qualifications in Marketing, Communications, or a related field, or equivalent experience in a content-focused role.

Knowledge and experience specific to the role

- **Social Media Proficiency:** Experience in managing and posting on social media platforms with a clear understanding of best practices for engagement and audience growth. Knowledge of scheduling tools (e.g. Loomly) and emerging social media trends.
- **Copywriting & Editing Skills:** Exceptional writing, communication, proofreading, and editing skills, with a keen eye for detail and consistency. Ability to adapt tone and style to suit different audiences and platforms, ensuring alignment with brand voice and messaging.
- **Digital Content Creation:** Familiarity with content management systems (e.g. Wordpress), understanding and experience of SEO, and basic design tools for social media content creation (e.g. Canva).
- **Data-Driven:** Ability to interpret social media metrics, google analytics and other engagement data to refine and enhance digital strategies.
- **Project Management & Coordination:** Strong organisational and coordination skills, with experience managing multiple projects and deadlines effectively. Experience working with cross-functional teams and external partners.
- Refer to the level 6 competencies in the Social, Community, Home Care and Disability Services Industry Award.

Other role requirements

- Current Queensland C Class driver licence
- Current Positive Notice Blue Card
- Current National Police Check.

Additional information

An employee may be directed to carry out such duties as are within the limits of the employee's skill, competence and training. All employees are required to observe YFS' policies and procedures. Employment in the position will be subject to an annual performance plan and review, with initial appointment subject to a probationary period of five months.