

Passionate about the media and engaging more local people in their democracy? Read on...

Voices of Mackellar is looking for a volunteer Media and Communications Manager. We aim to enable voices in our Mackellar community to be heard and counted and to encourage the highest standard of community consultation and political representation. (Note that we are a non-partisan community group and not aligned to any political party, individual, election candidate or representative)

To be most effective, we would encourage you to undertake this role as a Committee member of our not for profit organisation. (See more details about the Committee [here](#)).

Job Title: Media and Communications Coordinator

Job Type: Volunteer (part time) approximately 3-5 hours per week

Job Summary: The Media and Communications Coordinator is responsible for managing the organisation's media presence & promotion of activities and public relations so as to contribute to increasing our impact through followers, subscribers, donations and event attendance.

Key Responsibilities:

- 1. Content Creation:** Develop engaging written and visual content for social and traditional media e.g. posts, newsletters, media releases, blogs, infographics, images, videos.
- 2. Social Media Management:** Manage, update and monitor our social media accounts (currently Facebook, Instagram, X and LinkedIn) and implement social media strategies to increase and broaden engagement.
- 3. Monthly Newsletters & Email Marketing:** Coordinate email marketing campaigns (e.g. monthly newsletters or special activity emails) and analyse email campaign performance to increase engagement.
- 4. Media & Public Relations:** Generate opportunities for traditional media (local, state and national print/ radio) with media releases etc to promote VOM activities.
- 5. Brand Management:** Help to develop and maintain brand guidelines and templates and ensure brand consistency across all communications channels and materials.

Desired qualities:

- Passionate about engaging people in Mackellar in their democracy
- Some experience in media, communications or public relations.
- Skilled written and verbal communication and visual content creation (eg Canva)
- Knowledge of social media for Insta, Facebook and Twitter etc accounts and email marketing tools.

Email info@voicesofmackellar.org.au for more information