

## **Design & Marketing Coordinator (12 Month Parental Leave Position)**

### **About VICSEG New Futures:**

The Victorian Cooperative on Children's Services for Ethnic Groups (VICSEG) has provided a range of services for migrants, asylum seekers, and refugee communities in Victoria for over 40 years.

Our registered training organisation, New Futures Training, provides vocational training and pathways to employment in the human services and care sectors. Our services include community programs, a social enterprise called Second Stitch, and four occasional childcare centres.

### **Position Summary:**

The Design & Marketing Coordinator is responsible for implementing the brand design and direction for all marketing communications. This role involves leading content development across all VICSEG and Second Stitch digital channels, coordinating internal staff celebratory events, and managing general marketing tasks assigned by the General Manager / Communications Manager.

### **Parental Leave Position**

This role is a 12-month parental leave position, covering the absence of our current Design & Marketing Coordinator. The successful candidate will step into the shoes of our current coordinator and receive comprehensive training and support during their tenure.

### **Key Responsibilities:**

#### **Marketing:**

- Lead regular posting on VICSEG and Second Stitch social media platforms, monitoring engagement.
- Create engaging content for various marketing channels including social media, email campaigns, blogs, and website updates.
- Coordinate creative marketing assets such as photoshoots, video shoots, ensuring alignment with brand guidelines.
- Manage content calendars to ensure consistent messaging and timely delivery.
- Generate regular reports on key performance indicators and provide insights for continuous improvement.

#### **Graphic Design:**

- Develop design concepts for print and digital projects including graphics, brochures, banners, advertisements, and promotional materials.
- Manage design files and archives, ensuring consistent application of brand visuals.
- Provide design solutions and contribute to creative ideation sessions.

**Event Coordination:**

- Coordinate internal staff events and assist in promoting cultural day events.
- Assist with event logistics including venue bookings, vendor coordination, and on-site support.
- Represent VICSEG at external events occasionally outside of regular office hours.

**Qualifications and Skills:**

- Degree in graphic design, visual communication, or related discipline, and demonstrated experience in a graphic design role.
- Demonstrated experience in marketing or digital marketing.
- Strong interpersonal and organizational skills, ability to manage multiple tasks independently.
- Proficiency in Adobe Creative Suite, social media management, and analytics tools.
- Experience in community organisations or the not-for-profit sector.
- Victorian Driving License, Working with Children Check, and National Police Check required.

**Personal Qualities:**

- Self-motivated, professional, and innovative.
- Ability to use initiative, learn, and adapt.
- Team-oriented with a positive approach to change.

**Benefits and Perks:**

- A supportive and inclusive work environment.
- Ongoing professional development opportunities.
- Salary packaging options available.
- Flexible working arrangements.

**How to Apply:**

Join our dynamic team and make a meaningful impact in the community.

Apply now by sending your resume, cover letter and portfolio to [careers@vicsegnewfutures.org.au](mailto:careers@vicsegnewfutures.org.au)

Applications close 26 May 2024.

VICSEG New Futures is an equal opportunity employer. We encourage applications from candidates of diverse backgrounds.