



POSITION DESCRIPTION

JOB TITLE: Marketing Coordinator

REPORTS TO: Manager, Marketing and Communications

TERM: Full Time – Permanent

About the organisation

Crime Stoppers Victoria (CSV) is an independent not-for-profit organisation that partners with the community, media, and police to encourage people to prevent crime and to confidentially share what they know about unsolved crime or suspicious activity.

Established in 1987, CSV is a highly trusted organisation with outstanding brand awareness and community support.

About the role

Reporting to the Manager, Marketing and Communications, the position plays an important role in the Marketing and Communications team and is responsible for supporting the delivery and execution of CSV's marketing and communications campaigns.

Success in this role requires a hands-on approach, focusing on proactively developing and producing marketing materials, digital content, and supporting brand design. Additionally, strong skills in marketing administration, media research, and data analytics are essential.

Job responsibilities

- Research ideas and data to support campaign development.
- General marketing activities, as required.
- Develop brand and campaign collateral, including the design of posters, flyers, print ads, and resources.
- Develop content for the website and social media channels.
- Produce internal documents, presentations, and reports to support brand and campaign awareness.
- Upload content for the website and social media channels, as required.
- Support the creation and maintenance of campaign landing pages.
- Analyse data and the success of digital content, finding ways to optimise and improve results.
- Support digital strategy and development of content plans.

- Manage the weekly Wanted Persons process, including liaising with Victoria Police members to coordinate and process the Wanted Persons for media, ensuring the correct processes and procedures are implemented.
- Research and monitor the latest media and marketing topics, particularly when CSV is referenced, to ensure brand messaging and relevancy remains positive.

Monitor and respond to emails in the media mailbox as necessary.

Your desired experience and attributes

- Qualifications in Marketing, Communications, or a related field, or experience in a similar role. NFP experience is considered favourably. Graduate applications are welcome.
- Demonstrated ability to write and edit communications materials, including website copy and social media copy.
- Proficiency in creating brand designs and collateral from a briefing document.
- Exceptional written and verbal communications skills.
- Maturity and ability to exercise discretion and sound judgement in dealing with confidential matters.
- Computer literacy, including high proficiency in Microsoft Office and Adobe Suite. Experience using Canva, WordPress CMS and Social Media planning platforms is an advantage.
- Ability to remain focused when managing competing or changing priorities.
- Highly professional, takes ownership of tasks and follows through on commitments.
- Experience working collaboratively to develop solutions and willingness to work in a cooperative and helpful manner with a team.

What's in it for you?

You will love working for a not-for-profit community organisation that makes a difference to the lives of Victorians every day. You will feel enthused and passionate about doing your bit to keep the community safe and feel a real sense of pride working for an organisation and brand that the community thoroughly supports and trusts.

For further details about the job please contact Catherine: catherine@crimestoppersvic.com.au

To apply, please do so on [Seek](#)