POSITION DESCRIPTION: COMMUNICATIONS OFFICER

TITLE: Communications Officer

RESPONSIBLE TO: Public Engagement and Advocacy Manager

TERM / HOURS: Ongoing, 38 hours per week

LOCATION: Docklands, Melbourne, Australia

THE ORGANISATION:

Fairtrade is a dynamic, consumer driven, international movement. It links disadvantaged producers in developing countries with businesses and consumers in the developed world. Fairtrade is about business and trade – not charity. Fairtrade ensures the payment of a fair price for globally traded products and supports disadvantaged producers to access markets; enabling them to provide for their families and invest in local community development. Sales of Fairtrade Certified products are growing rapidly in Australia and New Zealand, and more and more businesses are signing up to use the Fairtrade Mark on their products. Fairtrade Australia and New Zealand is a not for profit company governed by a Board of Directors and is a member of Fairtrade International.

THE TEAM:

The position sits within the Public Engagement and Advocacy team, which works across both New Zealand and Australian markets. The team works together on everything to do with Fairtrade consumers and supporters; from research, insight and education to creative, marketing and events.

The Public Engagement and Advocacy team works closely with the rest of the organisation and the wider Fairtrade network to achieve its goals - of building the movement for change in trade practices and creating campaigns – which ultimately lead to growth in awareness and sales, providing fairer trading conditions and greater returns for producers in developing countries.

THE ROLE:

The Communications Officer is responsible for the implementation of public relations and communications activities across Australia, and supports social media and general campaign initiatives designed to educate and raise the profile of Fairtrade as well as foster engagement with existing advocates.

This position reports to the Public Engagement and Advocacy Manager and works closely with members of the Public Engagement and Advocacy team across the Australia and New Zealand offices. The Communications Officer has key working relationships with the Business Development team and works collaboratively with all roles within Fairtrade Australia and New Zealand, and throughout the Fairtrade system internationally.

Domestic and international travel may occasionally be required.
KEY RESPONSIBILITIES

- Assist in planning and producing communications activities for Fairtrade and its licensees (businesses which sell Fairtrade Certified products). Activities include writing media releases, e-newsletters, website content, marketing collateral, reports, blogs and briefings.
- Support the development and implementation of a public relations calendar to ensure that all activities are integrated, aligned and targeted towards identified key stakeholder groups.
- Conduct research and interviews with partners to inform and provide content for communication activities.
- Build and maintain relationships with identified stakeholders including media contacts, creative agencies as well as organisations and communities which support Fairtrade.
- Provide project support for activities including campaigns and event coordination.
- Support Fairtrade’s digital and social media platforms, including editing and approving content as well as monitoring and responding to enquiries.
- Monitor and track media for trending activities and provide recommendations accordingly.
- Liaise with counterparts within Fairtrade International to keep abreast of global branding and messaging, and to provide support in crisis management.
- Manage database to assist with supporter-engagement.
- Report against and evaluate all role-related activities, measuring ROI as required.

PERSONAL ATTRIBUTES

- Excellent written and oral presentation skills.
- Collaborative, adaptable and well-organised.
- Able to clearly and effectively communicate complex ideas with diverse audiences through a range of mediums.
- Analytic and strategic thinker.
- Takes initiative and also direction when provided.
- Values strong working relationships; internally and external to the organisation.
- Having a sound understanding of, and being sympathetic to, the political and economic situations of the countries within which Fairtrade operates would be well regarded.

EDUCATION AND EXPERIENCE:

- 2+ years in a professional public relations, communications or marketing role.
- A Bachelor’s degree, preferably in communications, marketing, business, journalism or other relevant discipline; or demonstrated comparable work experience.
- A working knowledge of Sitecore (CMS) and Falcon (social media platform) would be advantageous.