

# Position Description

<b>Position Title</b>	Communication Coordinator
<b>Location</b>	Melbourne. Flexible hybrid work environment – combined office (located in North Melbourne) and remote operations
<b>Commitment</b>	Full time
<b>Reports to</b>	Head of Communications and Marketing

## The Organisation

Food Frontier is the independent think tank on alternative proteins in Australia and New Zealand. We're a not-for-profit organisation committed to growing our region's protein supply with new, sustainable and nutritious protein options that create value for businesses, farmers and consumers.

Since 2017, Food Frontier's research, events and engagements have helped decision-makers—from across start-ups, VCs, grocery giants, farming bodies, governments and beyond—to understand the emergence and unlock the benefits of plant-based meat, precision fermentation and cultivated meat.

As global demand for protein continues to rise, the impacts of industrially farmed and fished animal protein have become ever more clear. World-leading environmental, health and economic authorities are stressing the need for a far more diverse protein supply to feed populations safely and sustainably. Food Frontier's work is informed by these reports and recommendations.

## Our Values

- Impactful
- Pragmatic
- Collaborative
- Curious
- Independent
- Intrepid

## The Position

The Communication Coordinator will support Food Frontier in ramping up the impact of communications through a range of tasks including content development, social media engagement, website maintenance and design support.

Working closely with the Communication and Marketing Manager you will write content for the website, newsletters, publications, EDMs, marketing, and other collateral as required and which is tailored to a range of audiences that Food Frontier works with.

The role will be largely in charge of our social media, initiating and developing regular posts with the aim to increase engagement and awareness of the alternative protein industry.

The Communication Coordinator will also have the opportunity to be creative and carry out basic design tasks for socials and marketing collateral. Food Frontier has two websites and this role will update and maintain these WordPress sites weekly and the role will also monitor media and keep the organisation abreast of relevant media mentions, helping out with media engagement when needed.

The Communication Coordinator role is ideal for someone with writing, social media and design experience in journalism, communications/public relations, media or similar.

## Role Requirements

The role suits someone who is adaptable, who shows initiative, and is hungry to work in an ambitious organisation that is transitioning into its next chapter. Food Frontier is a small, friendly, dynamic team which is solution focused and gets a buzz out of contributing to social change.

You have:

**Strong writing skills** and proven ability to write accurately, clearly and adapt writing styles to different formats and audiences—from social media to targeted industry communications.

**Good social media content development and engagement skills** to help increase our influence and reach industry, public and media audiences. You understand what makes up a strong mix of social posts and how to interact on a business social media account.

**Basic design experience** with Adobe InDesign or other software to carry out simple collateral updates and develop tiles and banners.

**Experience monitoring and evaluating social and website data** to inform strategy and communication activities in collaboration with the Communication and Marketing Manager.

**Confidence working with internal and external stakeholders** to source information for content from time to time.

**Ability to work under pressure**, managing multiple deadlines and projects at once.

**Excellent collaboration and team skills** and ability to work closely with coworkers to achieve common goals. You are a team player who enjoys working and consulting with others when needed to get jobs done.

### **Essential skills and experience:**

- You are a skilled, and technically accurate writer and can adapt content to different audiences
- You have experience managing social media business accounts across various platforms and understand how to measure and evaluate performance
- You have experience in basic design software

### **Desirable:**

- Subject matter knowledge in food, agriculture, and/or environmental issues
- Prior experience in an inhouse communications role

## Role Responsibilities

**General content:** Write content for news posts, newsletters, publications, EDMs, marketing, and other collateral as required and which is tailored to a range of audiences.

**Social media engagement:** Initiate and develop regular social media posts with the aim to increase engagement and awareness of the alternative protein industry. Develop social media strategy and measure and evaluate social activity for continual improvement.

**Basic design:** Basic design of collateral such as social tiles and marketing materials and making simple changes to existing collateral in design software such as InDesign and Canva.

**Website support:** Update and maintain the Food Frontier and AltProteins conference WordPress websites. This includes content development and updates, tracking traffic and liaising with web developers.

**Media monitoring and support:** Monitor media and keep the organisation abreast of relevant media mentions. Assist Head of Communications and Marketing with media engagement when needed.

Other tasks as needed.

## Organisational Relationships

This role works collaboratively across the following Food Frontier team roles:

- Head of Communications and Marketing
- Research Manager
- Events Manager
- Head of Industry Engagement
- Administration Officer
- Operations Manager
- Executive Director

It will also liaise with external stakeholders and suppliers such as industry, web developers, graphic designers, and media.

*This Position Description is a guide and is not intended to be an exhaustive or exclusive list of the duties of this position. It is subject to review and modification by the Executive Director in response to the changing needs of the organisation*