



POSITION DESCRIPTION: COMMUNICATIONS COORDINATOR

About Yogahood Australia

Yogahood Australia is a non-profit yoga service organisation bringing the physical, mental, and emotional benefits of yoga to at-risk and underserved communities in Australia.

Our Vision

Yogahood Australia's vision is to see more people experience the peace, hope, and empowerment that comes from the practice of yoga.

Our Mission

As a non-profit set up to serve the wider community, our mission is to provide free yoga classes to at-risk and underserved individuals in Melbourne, Victoria and right across Australia in the future.

Our Values

Sustainable Service, Adaptability, Courage, Commitment, Respect, Community, Openness, Integrity

Position Title: Communications Coordinator

Reports to: General Manager

Direct reports: Social Media coordinator

Location: This is a remote role. The team uses G Suite, telephone and other digital platforms to undertake their roles.

Term: 3-5 hours per week

Salary: This is a volunteer role

Purpose of the role: The Communications Coordinator plays a vital role in raising awareness of Yogahood Australia's important community outreach programs, promoting its activity, and representing its brand.

The Communications Coordinator ensures that all communication from the organisation is consistent and aligned with key messages. This requires the Communications Coordinator to have a sound understanding of both traditional and digital media, as well as the ability to craft messages for multiple audiences and be confident in creating different types of content.

Responsibilities:

Strategy

- Develop key messages and high-level communication plans in-line with Yogahood Australia's strategic direction and goals;



- Increase brand awareness and promote the organisation through targeted campaigns across traditional and digital channels, adhering to brand guidelines and key messages;
- Develop and maintain relationships with key stakeholders (media and the core team) to raise awareness of the organisation's activity;
- Work with the Social Media coordinator (who reports into this role) to set the strategy and requirements of assets and scheduling of post across owned channels (Facebook, Instagram, LinkedIn, website);
- Identify target audiences and develop effective strategies to engage them (partners, donors, media, influencers and the wider yoga community).

Administration

- Develop, manage and distribute a quarterly digital newsletter (through Wix);
- Develop and manage contact lists of stakeholders (media, influencers);
- Analyse reach and value of earned coverage, as well as the engagement across owned channels.

Key Selection Criteria

Qualifications:

- Degree qualified in public relations, communications, marketing or similar.

Experience and Skills:

- Proven experience in a similar role;
- Experience using digital platforms such as Canva, Wix, ShoutOut, Repost, Buffer, Google Suite, and others;
- Experience in creating assets for print and digital collateral;
- Top-notch writing skills and storytelling prowess;
- Personal experience/practice with yoga (desirable);
- Experience/interest in the not-for-profit sector (desirable).

Personal Attributes & Capabilities:

Ethical

- Has integrity and principles
- Upholds acceptable organisational culture and behaviour
- Exercises good judgement

Self-Disciplined

- Highly self-motivated with the capacity to work autonomously and remotely
- Set tasks and areas of responsibility
- Sound time management skills



Collaborative

- Works with others to achieve common goals
- Engenders a spirit of teamwork
- Inspires trust

Organised

- Manages own time to achieve key outcomes
- Manages competing demands

Innovative

- Finds ways to work better and smarter
- Generates options and ideas
- Implement improvements, processes and options

Determined

- Researches options and sets a clear path
- Deals with obstacles and impediments
- Has clear goals

Analytical

- Reviews arguments and opinions before making judgment
- Presents clear and logical arguments
- Takes a systematic approach when building toward improvements

Resilient

- Recovers from setbacks
- Overcomes obstacles and impediments
- Learns from experience and identifies areas for self-development

Professional

- Prioritises work; delegates appropriately demonstrating an understanding of organisational, team and individual priorities and capacities and ensures that key requirements are met
- Accountable for outcomes and delegates to achieve outcomes
- Professionally represents the organisation while upholding and building its reputation

Supportive

- Encourages others to attain goals and achieve
- Listens actively and inspires confidence

Flexible

- Adapts to changing circumstances
- Prioritises work and addresses what is most important

Apply



Please send your CV / LinkedIn profile and a cover letter to Laretta Karreman at gm@yogahood.org.au.