



Marketing & Communications Manager

For Change Co. is a fast-growing social enterprise based in Melbourne which exists with the mission of creating pathways out of homelessness for young people. We established Australia's first non-profit crepe van, Crêpes for Change, in 2015, a non-profit coffee cart, and have since opened a coffee cart and three cafes across Melbourne.

Our amazing team is passionate and dynamic with big dreams of changing the world; sparked by the vision of eliminating youth homelessness. Our values of passion, transparency, collaboration, inclusivity, and agility come through every day in the work that we do and the outcomes that we deliver, with an ongoing focus of creating a diverse community committed to our mission.

For more information, check out our recent Impact Report is [HERE](#)

IMPACT

Our goal is to measurably and sustainably change the lives of as many at-risk young people as we can. We aim to do this through creating pathways out of the homelessness cycle for the young people that we work with.

To date, we have supported over 50 young people to exit the homelessness cycle through both our home.plate Training Program and through rental support.

THE ROLE

The Marketing and Communications Manager is both a strategic and creative role that invites autonomy and self-direction from the successful candidate. This role works closely with the management team including the Managing Director, Impact Manager, Operations Manager and hospitality venue managers to coordinate marketing and communications right across the organisation. The role is involved in both the business and impact aspects of For Change Co.'s work, including promoting our products and services to customers and shining a light on the social impact that we are having.

Responsibilities include:

- Social media and website management, including producing awesome content,
- Creating an engaging content schedule across our multiple social enterprises' social media,
- Engage in email marketing to provide updates on our impact to our community,
- Implement and iterate organisation-wide marketing and communications strategy,
- Work with a designated budget and demonstrate ROI,
- Delegating work to and supervising contractors, pro-bono agencies and volunteers,
- Engaging with media, sponsors and partner organisations,
- Find the full position description [HERE](#).

You could be our next Marketing & Communications Manager if:

- You are a social media wizz who doesn't mind trying their hand at maintaining a website,
- You are multi-disciplinary and are keen to use a plethora of skills (or to find the right people) to complete the task at hand,
- You are autonomous and self-directed in your work, but love being a part of an energetic and dynamic team,
- Your creativity gears towards both problem solving and making a brand look awesome,
- You have knowledge of and experience using paid for and earned media channels including Google Ads and Facebook Business Manager.
- You want to make a tangible difference to the lives of young people experiencing homelessness in Melbourne.



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The important details:

- This role will be 0.4-0.6 FTE
- Salary will be \$70,000-\$80,000 pro-rata (including superannuation) with generous salary packaging available on a 12-month contract to begin with. A permanent contract beyond the 12-months will be likely available for the right candidate.
- The role will be based at various locations across the Melbourne including at our co-working space and at our venues, with flexible working arrangements available and encouraged.

TO APPLY

If this sounds like you, send your CV and any questions you may have to tenille@forchangeco.com.au PLUS answer the following question:

- How did you hear about For Change Co. and why are you interested in being involved?
- Why are you perfect for the role of Marketing & Communications Manager?

***The closing date for applications will be Sunday 31st of July.**

For Change Co. believes in providing a supportive and inclusive working environment. Therefore, we encourage applications from Aboriginal and Torres Strait Islander people, those from culturally and linguistically diverse backgrounds, workers of all ages, people with disabilities, and people who identify as LGBTIQ+.