



**POSITION DESCRIPTION:
MARKETING & COMMUNICATIONS OFFICER
PART TIME**

T H E O R G A N I S A T I O N

KPV is the peak organisation promoting the voice of parents in quality early childhood education for Victorian children, serving more than 200,000 Victorian children and their families. KPV members include over 1200 early education and care providers such as independent kindergartens, cluster managers, long day care services and local governments. KPV provides members and subscribers with governance, management, and community participation support and resources in line with our vision to be the champion for excellence in early year's education and care.

P O S I T I O N O B J E C T I V E

The objective of this position is to coordinate all internal and external communication activities of KPV, all publications such as Preschool Matters, e-news, manuals, etc., and events.

O R G A N I S A T I O N A L R E L A T I O N S H I P

The position reports to the Chief Executive Officer, and will work in close collaboration with staff across the organisation, and consultants.

R E S P O N S I B I L I T I E S A N D D U T I E S

Responsibilities for this position include the following based on the successful applicant's experience:

- Develop strategies to:
 - increase the external profile of KPV
 - expand the membership base
- Develop and maintain professional presentation and branding of KPV in all publications
- Work closely with the graphic designer to develop KPV publications
- Coordinate and oversee the production of member resources from development to completion
- Liaise with other KPV staff to develop and promote new resources to meet members' needs
- Prepare and disseminate media releases on key issues, as required
- Provide media support for KPV activities within the sector
- Monitor media and proactively identify opportunities for comment

- Provide support in the planning and delivery of the annual Early Childhood Education Conference
- Provide support in the coordination of KPV events such as seminars and sector forums
- Oversee all member communications including but not limited to undertaking editorial responsibility for Preschool Matters, e-news, web content and strategic planning for mail outs to members
- Develop and provide assistance to KPV staff on stakeholder management strategies
- Participate in and undertake other duties as directed by the CEO.

**S P E C I A L I S T S K I L L S A N D K N O W L E D G E /
K E Y S E L E C T I O N C R I T E R I A**

- Excellent written and verbal communication skills.
- Proven capability to develop effective communication strategies and campaigns.
- Proven track record in the development of printed resources including project management and contract management.
- An understanding of the media environment including preparation and dissemination of media releases.
- A broad understanding of membership organisations.
- Appropriate tertiary qualifications.
- The ability to operate as a member of a multi-disciplinary, collaborative team.
- The ability to plan, work and manage time with minimal supervision – to be outcome and deadline driven.
- Well developed computer skills.

Social media skills and website management skills, including content management would be an added advantage.

C O N D I T I O N S O F E M P L O Y M E N T

This position is employed under an individual employment contract and is part-time (0.6 to 0.8 EFT), depending on the qualifications and skills of the applicant. Salary and other terms and conditions of employment will be negotiated according to skills and experience.