

Melbourne Food Hub – Fast tracking a food hub cluster

Position Description – Marketing, Branding and Communications Coordinator – Cardinia Community Food Hub February 2021

Sustain: The Australian Food Network is seeking applications from suitably qualified individuals for the position of a Marketing, Branding and Communications Coordinator for our 'Fast Tracking a Food Hub Cluster' initiative, funded by Working for Victoria. This role will be linked with the Cardinia Community Food Hub, located at the Toomah Community Centre in Pakenham.

Background

Building on the established success, reputation, profile and partnerships of the Melbourne Food Hub and the award-winning Cardinia Food Circles initiative (two leading projects of Sustain: The Australian Food Network), this initiative will fast-track the expansion of the Melbourne Food Hub and a networked partnership establishment of a Cardinia Community Food Hub. For a period of six months from 22 February 2021, the two food hubs, in collaboration with the established Baw Baw Food Hub, will source produce directly from 40-50 local small to medium scale (seasonal) producers, many of whom have been impacted by the COVID19 restrictions; aggregate and market that produce; and pack and deliver it to an estimated 300 households and 25 businesses and institutions in the Baw Baw-Cardinia-Casey-Yarra Valley-Dandenong region as well as the inner metro region serviced by the Melbourne Food Hub.

In addition to household-level distribution of fresh and healthy food, and the social, community and economic benefits this initiative will also build on and expand the food security and food justice work that Sustain has been carrying out with a small grant from the Moving Feast collective. Working with local producers who have surplus produce, we anticipate being able to source in excess of 3000 kgs over the six months of the funded project. This produce will be made this available to local households through prepared meals and hampers through our partnerships with local food relief providers in the respective municipal areas, as well as thousands more through the Lentil as Anything Pay as You Feel network people in need. This element of the initiative will make a substantial contribution to food security efforts at a time of heightened need amongst growing sectors of the Melbourne community.

This initiative will be showcased at the 3rd national Urban Agriculture Forum taking place on 22-24 April 2021, as well as the inaugural national Urban Agriculture Month. These events combined will reach an audience of tens of thousands nationally and internationally, showcasing leading practice and case studies in urban agriculture and sustainable local food systems in Victoria and beyond.

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Project philosophy

Consistent with our long-term partnership with Cardinia Shire Council and other partners involved in the Cardinia Food Circles project, this initiative will be delivered as a *Collective Impact* project, with Sustain as the *anchor* or *backbone* organisation, working together with HopeWorks, Baw Baw Food Hub, Cardinia Shire Council, and multiple other key partners around a shared vision for change to achieve powerful results. Collective Impact requires collaborative working amongst all partners with five conditions for success:

- **A common agenda / shared vision for change**
- **Shared measurement systems** – documenting how we will measure and report on success
- **Mutually reinforcing activities** – each partner does what they do well to support and coordinate with each other within the agreed overarching plan
- **Continuous communication** – building trust, confidence and joint working
- **Backbone support organisation** – to coordinate the project as a whole and the multiple relationships within it

Purpose of the Marketing, Branding and Communications Coordinator role – Cardinia Community Food Hub

The Marketing, Branding and Communications Coordinator will work with the Project Coordinator and the Customer Relations, Sales and Business Development Coordinator, as well as the teams of Sustain, HopeWorks and the Baw Baw Food Hub to establish the foundations for a successful and viable food hub cluster over the medium-to-long term. These foundations include an effective and targeted communications strategy and action plan that supports the establishment of lasting partnerships with key institutional stakeholders as well as the development and implementation of a sound business model that includes a diverse mix of growing sales and revenue streams.

This is a part-time position (0.8 FTE), **starting 22nd February, 2021.**

The Marketing, Branding and Communications Coordinator will report to the Project Coordinator.

Purpose of the Marketing, Branding and Communications Coordinator Role

The role of the Communications Coordinator is to work with the Project Customer Relations, Sales and Business Development Coordinator to development and implement a communications strategy to support a successful and viable multi-functional and multi-stakeholder food hub cluster over the medium-to-long term.

Key responsibilities and deliverables

- Work with the Project Director, the Customer Relations, Sales and Business Development Coordinator and the HopeWorks Executive team to develop, finalise and implement a

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Communications Strategy for the Cardinia Community Food Hub, ensuring alignment and consistency of key messages to key audiences and stakeholders

- Support the Project Coordinator, the Melbourne Food Hub Marketing, Branding and Communications Coordinator and the Customer Relations, Sales and Business Development Coordinator in the development and implementation a marketing and branding strategy
- Lead the development of the Cardinia Community Food Hub online presence
- Lead the development of the social media profile and platforms of the Cardinia Community Food Hub
- Create stories for and write a regular (i.e. bi-monthly) Cardinia Community Food Hub e-newsletter
- Develop and implement a budget to support the Communications role in the Cardinia Community Food Hub
- Support the delivery of the Cardinia Food Circles communications strategy and action plan, including bi-monthly e-news and social media
- Plan and support the coordination of Cardinia Food Circles events and engagement activities
- Document and report on progress and milestones according to the agreed shared measurement systems and project indicators of success

Knowledge, skills and experience sought

- Proven experience in strategic communications planning and delivery, including stakeholder engagement and tailored messaging across complex and sensitive issues
- Experience and a solid understanding of media relations and issues management in both emerging and traditional mediums with particular reference to social media and web platforms
- Excellent interpersonal and networking skills with demonstrated experience working with stakeholders at all levels
- Marketing, sales and branding experience
- Development of creative social media / online collateral
- High level communication skills and creative thinking
- Extensive experience in engaging content creation and delivery across traditional and social media platforms
- Knowledge of, experience with and passion for working in the food systems/social change space.

Place of work

It is expected that this role will involve a combination of meetings and remote (home-based) working.

Payment

The role is funded at \$27,300.00 over six months, commencing 22nd February 2021, including four weeks' paid annual leave (pro rata, 2 week's annual leave), with the compulsory 9.5% superannuation in addition.

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To apply for this position

Send your CV (two references) with a cover letter setting out your interest in the project, how your experience matches the selection criteria and how you would propose to achieve the deliverables to Nick Rose, Executive Director of Sustain: The Australian Food Network, by 12th February 2021: nick@sustainaustralia.org

Sustain: The Australian Food Network is committed to the provision of equal employment opportunities for all members of the community, regardless of race, gender, disability, sexual orientation, religion, age or ethnicity.

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