

Alphington Community Food Hub

Position Description – Communications Coordinator

April 2018

Sustain: The Australian Food Network is seeking applications from suitably qualified individuals for the position of Communications Coordinator (contract) at the Alphington Community Food Hub.

Background

A collaboration between Sustain and Melbourne Farmers Markets, supported by the Lord Mayor's Charitable Foundation, the Alphington Community Food Hub will be a place for everyone to connect to a healthy and flourishing local food system.

In the face of continued downwards pressure on prices from the supermarket duopoly, the Food Hub will provide small-to-mid sized producers with access to larger markets to increase their viability. It is also a place for individuals and groups to learn new food skills as well as to grow, share, buy, cook and make healthy, fair food.

Features of the Alphington Community Food Hub will include an accredited weekly farmers market, commercial kitchen, co-working offices, farmers' depot, aggregation and distribution network, marketing and branding services, urban agriculture, and a workshop and events space.

The Food Hub will be established at Melbourne Innovation Centre, directly opposite Alphington train station, and will kick off operations in June 2018. We are looking for a dynamic, highly organised and self-motivated individual with strong networks in the hospitality and food sector and demonstrated project management experience. Experience in start-ups and social enterprise are highly desirable.

With this project, we want to drive the creation of a collaborative multi-functional, multi-stakeholder exemplar site of a sustainable, healthy, and fair food system in Melbourne and Victoria. We aim to establish a transformative economic and social model for food distribution that can be adapted and replicated across Victoria and nationally, sustaining waves of positive food system change for decades to come. Like other pioneering initiatives such as CERES, it will provide inspiration for organisations and communities around the country. We hope its success will strengthen the case to local, state and federal governments, as well as the impact investor sector, for the potential of these emerging and innovative models to tackle the root causes of the food system crisis. Our goal is to contribute to the creation of an enabling rather than an inhibiting policy and regulatory environment.

The start-up phase of the Alphington Community Food Hub has been financed with a two-year Innovation Grant from the Lord Mayor's Charitable Foundation.

Sustain is Australia's meta-food network, supporting the transition to a healthy, sustainable and fair food system that works for all Australians.

Project philosophy

This initiative has been funded as a *Collective Impact* project, with Sustain as the *anchor* or *backbone* organisation, working together with MFM 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 Communications Coordinator Role

The role of the Communications Coordinator is to work with the Project Coordinator, the Food Hub Manager and the MFM leadership team to develop and implement a communications strategy to support a successful and viable multi-functional and multi-stakeholder community food hub in Alphington over the medium-to-long term.

Key responsibilities and deliverables

- Work with the Project Director, the MFM leadership team, the Food Hub Manager and the Business Development Manager to develop, finalise and implement a Communications Strategy for the Alphington Community Food Hub, ensuring alignment and consistency of key messages to key audiences and stakeholders
- Support the Business Development Manager and the Food Hub Manager in the development and implementation a marketing and branding strategy
- Lead the development of the Alphington Community Food Hub online presence
- Lead the development of a social media profile and platforms for the Alphington Community Food Hub
- Create stories for and write a regular (i.e. bi-monthly) Alphington Community Food Hub e-newsletter
- Develop and implement a budget to support the Communications role in the Food Hub
- Support the delivery of Sustain’s communications strategy
- Document and report on progress and milestones according to the agreed shared measurement systems and project indicators of success

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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 working. A hot desk will be available at the Alphington site as required.

Payment

This role is funded at \$25,000 over two years, commencing 15 May 2018, including 9.5% superannuation contribution and four weeks' annual leave (pro rata). Our aim is to seek additional funding to expand and continue the role and the time allocation available.

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 24 April 2018:

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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