

VFBV Project Officer – Volunteer Promotions and Partnerships Project

Project overview

Overall project objective is to develop a greater recognition of the value of CFA volunteers throughout the community and a better understanding of the value of the volunteer experience. The project officer will work as part of the VFBV team with a focus on supporting a state level campaign; leveraging from this state level campaign to pursue local opportunities; and developing VFBV capability and relationships to support an ongoing volunteer/volunteerism promotional effort. The project officer will work closely with the VFBV CEO and the VFBV Board to develop and enhance the profile of VFBV through media and other opportunities.

Key Responsibilities

Working under the direction of VFBV CEO:

- Work with the VFBV CEO to develop, design and implement high value promotional opportunities and partnerships across a range of media and with a range of stakeholders, ensuring quality and consistency of content, presentation and messages aligned with VFBV vision.
- Maintain a strong and diverse media network and work actively across the network to coordinate and influence coverage, focus, scheduling and other requirements and to instigate media opportunities or events that promote volunteers and VFBV issues.
- Support VFBV at a state and regional level to establish opportunities, partnerships and ongoing relationships that increase public awareness and acknowledgement of the importance and value of CFA volunteers.
- Develop and maintain close and collaborative working relationships with VFBV Regional Councils to develop and implement: media partnerships and promotional opportunities; relationships with other organisations (eg employer groups) who have an interest in volunteer matters; communications strategies, plans and any other activities that develop a greater understanding and recognition of the value of CFA volunteers and the volunteer experience.
- Contribute as an integral part of the VFBV team working with the CEO and Board to develop strategy and address promotion and partnership considerations.
- Develop promotional and public awareness campaign materials and provide research support to identify case profiles, articles etc to support these materials
- Assist VFBV to develop a better understanding of volunteer views on most appropriate recognition approaches; issues affecting individual and community sector motivation to volunteer, employer expectations/needs and community perceptions about volunteering.

- Maintain a strong understanding of VFBV strategic direction and broader emergency sector issues, key messages and other issues that have a link to the overall objective of achieving greater recognition of the value of CFA volunteers throughout the community and a better understanding of the value of the volunteer experience.

Key Selection criteria

- An understanding of CFA's volunteer based culture, and an empathy for the challenges and rewards associated with being a CFA volunteer.
- Qualifications and/or industry experience in journalism, public relations, media relations, marketing or a related discipline.
- Experience in planning, developing and managing the implementation of promotional and public relations programs in a community and volunteer based service environment.
- Highly developed conceptual and analytical ability.
- Demonstrated capability and success in the management of key client and stakeholder relationships.
- Evidence of a strong professional media network and an understanding of the media in Victoria at metropolitan, regional and country level.
- Ability to credibly represent VFBV and its volunteer members with relevant Government, employer and media organisations.
- Highly developed written and interpersonal communication skills and demonstrated ability to prepare a range of written materials as required including high quality briefs, promotional material, media releases and presentations.
- Demonstrated ability to contribute innovation and creativity to the development of contemporary promotional and partnership development strategies and programs.
- Ability to operate in a professional, autonomous and representative capacity.
- Proven ability to meet tight deadlines and respond quickly to emerging opportunities/demands.
- Ability to manage numerous and concurrent issues with quality and time parameters

Other Relevant Information:

- Ensure that all activities are carried out in accordance with VFBV direction, policies, procedures and regulations.
- Weekend and evening work may be required.
- Current drivers licence is essential, travel within Victoria will be required.
- Project duration is for 12 months with possibility of a further period depending on funding.
- Position is located at VFBV office at 24 Lakeside Drive East Burwood.