



Marketing and Comms Officer

- Part time position
- 6 month role minimum
- \$24.39 per hour + super
- 30.4 hours per week
- Flexible working conditions
- Work remotely in Victoria

About the Open Food Network

Founded in 2012, we're a not-for-profit organisation focused on building a new food system that is fair, local, and transparent.

We believe a sustainable and resilient food system needs to reconnect producers and consumers. We aim to empower people and communities and give them the tools and knowledge to develop the food systems they need for their community.

Our flagship project is an open source software platform that makes it easy for farmers, producers, farmers markets, and other values-aligned enterprises to sell their products online. We also run place-based projects that seek to strengthen local food systems by supporting community food enterprises and by creating connections and sharing knowledge amongst producers, eaters and other food sector stakeholders.

We are part of a global network of people and organisations working together to develop open and shared resources, knowledge, and tools to support local food enterprises all over the world.

The Open Food Network community has decades of experience in running innovative food enterprises with social and ecological aims. We know that good food can transform our planet and our society. We also know that making values-driven food enterprise work takes commitment, perseverance, partnerships and support.

About the opportunity

Open Food Network has secured funding through Working for Victoria to help create stronger and fairer food systems across regional and metro Victoria.



openfoodnetwork.org.au



people@openfoodnetwork.org.au

This funding will enable us to recruit a Marketing and Communications Officer to support a range of activities both within the Open Food Network and with key partners including Community Food Enterprises who are seeking support and expertise in the creation and sharing of marketing content.

This role is fully funded for 6 months at 30.4 hours per week, with the possibility of extending this for another 6 months.

This role is a flexible and remote position and can be done from anywhere in Victoria. We've always worked remotely so we have the tools and practices set up to ensure we are working well as a team, both locally and with the broader global team. Ideally you have your own computer, phone, a good solid internet connection and access to a car to enable face to face catch ups where possible. If not, still apply - if you're the best candidate we'll help you get set up.

In this role, you'll be well supported by a dedicated team of Open Food Network staff who are scattered around Victoria (and the world) who can help and mentor you to build connections, navigate our software platform and submit your timesheets! We are farmers, software developers, house builders, gardeners, herbal lore novices, climbers, bakers, partners, parents, carers, and most importantly, we're good people. We are definitely a workplace where you bring your whole self to work.

Role:

At the Open Food Network, we operate as a holocracy. We are decentralised in terms of management and operate in self-organising teams who are empowered to make decisions. We recognise that staff have multiple roles within an organisation and that they may move between roles depending on their skill development, interest and capacity. Sounds different right?!

What it means is that as a Marketing and Communications Officer, you might play a role in content development, strategy, communications, customer support, partnership management and project management.

Responsibilities:

- Assist the Open Food Network marketing and communications team to deliver the current marketing strategy.
- Create marketing strategies for a number of Community Food Enterprises, working with other staff within the Open Food Network
- Create content for Open Food Network and a number of Community Food Enterprises.
- Utilise Wordpress, YouTube, Facebook, Instagram, LinkedIn and Mailchimp to deliver content.
- Understand how the Open Food Network software platform operates so that you can advocate for its use where appropriate and useful
- Manage a flexible work week through effective time management and organisation
- Contribute to a positive and supportive team culture both within Open Food Network and within any partners with whom you may be working

You should be: values-driven, proactive, entrepreneurial, creative, adaptable and technically savvy. Have demonstrated marketing and communications skills, including strong digital marketing and strategic evaluation of marketing campaigns. Experience telling the stories of farmers and food enterprises across a variety of media and building customer demand.



You may also: have used the Open Food Network software platform previously.

Interested?

Great! If you're shortlisted for the role through Working for Victoria, we will be in touch to request a CV with references. We will then conduct an online interview for the position.