

**Marketing Officer
Position Description
August 2022**

Title:	Marketing Officer (Digital Focus)
Classification:	Project Officer A to B
Salary:	\$71,509.81 to \$73,121.51 pro rata plus superannuation of 10.5% per annum for a full time position (According to Djerriwarrh's internal scale). Staff also have the ability to access "tax free" benefits of \$30,000 grossed-up per annum. Djerriwarrh receives concessional fringe benefit tax treatment due to its current Public Benevolent Institution (PBI) status, and can therefore pass on these benefits to staff according to current tax legislation. This benefit is only available to staff while Djerriwarrh retains its PBI status.
Status:	Part time position (0.6) 12 month contract. Exact days and hours are negotiable and flexible. In office or hybrid options available.
Award:	Labour Market Assistance Industry Award 2010

ORGANISATIONAL CONTEXT:

Djerriwarrh Community & Education Services (Djerriwarrh) is a highly regarded not for profit charitable organisation which has been delivering high quality education, training, employment and youth programs in the western suburbs of Melbourne since 1989. Djerriwarrh's Mission Statement is 'empowering individuals and local communities to learn, connect and grow'. Djerriwarrh works in partnership with the community, other community based organisations, participants/clients and local, state and federal governments.

Education and training services including:

- Adult Community & Further Education (Learn Local provider)
- Vocational Education and Training (VET)
- Literacy and Numeracy services
- Skills for Education and Employment (SEE) and the Adult Migrant English Program (AMEP) trading as Learning for Employment
- Foundation Skills For Your Future Program
- Victorian Certificate of Applied Learning (VCAL)
- Government (State and Federal) contracted training (Skills First)
- Djerriwarrh Community House

Youth services including:

- School Focused Youth Services
- L2P
- Better Futures (formerly Springboard)
- Reconnect

Employment services including:

- Jobs Victoria Employment Services (JVES) as a member of the west@work consortium
- ParentsNext
- Local Jobs Program (LJP)
- Jobs Victoria Advocates Program

DJERRIWARRH'S VALUES:

Caring – we provide a safe and welcoming environment for all.

Respectful – we treat all people fairly and equally.

Inclusive – we are welcoming and put people first.

Adaptable – we respond to individual and community needs in a creative and flexible way.

Accountable – we take responsibility for our decisions and follow through on our commitments.

Djerriwarrh is committed to quality, innovation and promoting a culture of continuous improvement in its governance, management and service delivery.

Djerriwarrh is committed to child safety and all staff, volunteers and board members have a responsibility to prevent child abuse and respond appropriately to allegations.

All Djerriwarrh employees have a shared responsibility to identify and manage risks particularly those associated with children and young people attending the workplace.

Djerriwarrh is committed to providing a safe and inclusive environment for all children and young people from all cultures including from Aboriginal peoples, people from culturally and/or linguistically diverse backgrounds and people with a disability.

POSITION OBJECTIVES:

The Marketing Officer works under the direction of the Marketing & Stakeholder Engagement Coordinator to build Djerriwarrh's profile, both in the communities in which it delivers services and with key stakeholders outside those communities such as funders and partner organisations.

The Marketing Officer will focus on the organisation as a whole and assist with individual programs where required. The role requires a high degree of collaboration with team members and other stakeholders to ensure relevant, impactful marketing activity.

This position has a focus on digital marketing, but the role will include some more traditional marketing such as attending events. The role will take ownership of independent projects under the guidance of the Marketing & Stakeholder Engagement Coordinator.

DUTIES & RESPONSIBILITIES

- Support the implementation of the existing Marketing Plan under the direction of the Marketing & Stakeholder Engagement Coordinator and provide input into any future marketing plan.
- Produce and convey written and visual information in a compelling manner for a range of print and digital communications platforms and appropriate to target audiences. In particular, manage Wordpress websites including content updates and adding new information and produce agreed content for social media channels, which currently include Facebook, Instagram and LinkedIn.
- Monitor and evaluate the effectiveness of marketing and communication activity to inform future planning and implementation.
- Ensure consistent branding and messaging across the organisation.
- Communicate clearly and work collaboratively on marketing activities/projects (media, events, research, surveys) with key internal and external stakeholders. These will include internal managers and coordinators, subcontractor and partner staff and external service providers.
- Represent, and where appropriate, organise the organisation at expos and forums as required.
- Plan and coordinate marketing communications processes and initiatives to:
 - ▶ ensure accuracy and consistency of all marketing messages;

- ▶ increase brand awareness including the raising the profile of and influence of Djerriwarrh's activities; and
- ▶ create student, participant and referral agency preference for Djerriwarrh services and programs.
- Other duties as requested.

CONDITIONS OF EMPLOYMENT:

The role of Marketing Officer (Digital Focus) is a part time (0.6) position.

Remuneration falls under the Labour Market Assistance Industry Award. Salary is within the range of \$71,509.81 to \$73,121.51 pro rata plus superannuation. This position may access "tax free" benefits of \$30,000 grossed-up per annum. Djerriwarrh receives concessional fringe benefit tax treatment due to its current Public Benevolent Institution (PBI) status, and can therefore pass on these benefits to staff according to current tax legislation. This benefit is only available to staff while Djerriwarrh retains the PBI status.

The starting salary is dependent on relevant qualifications and experience. A probation period of 6 months applies to this position.

Confirmation of employment

Confirmation of employment with Djerriwarrh is subject to the provision of:

- Satisfactory outcome of Police and Working with Children Checks. A Working with Children Check is the responsibility of the employee.
- A valid Australian visa with work rights (if applicable).
- Evidence of full vaccination (minimum 2 doses) of an approved COVID-19 vaccine.

Workplace Health and Safety (WHS)

All employees have a personal responsibility to work safely and to abide by the legislation, rules and established safe work practices that govern safety.

All employees are responsible for their own safety and that of fellow employees. All employees must:

- Report unsafe or unhealthy work practices to WHS representatives, coordinators and/or managers.
- Comply with WHS policies and procedures (including updated COVID-19 Safe practices and plans) and to follow directions given by coordinators, managers or any WHS and Emergency Response Team representatives in relation to safe work practices.
- Comply with all current government and health expert advice, including Chief Health Officer Directions, regarding COVID-19 safe practices and requirements.

Site flexibility

Staff may be required to work at any of the Djerriwarrh sites including outreach sites. Djerriwarrh's head office is based in Melton with other sites in Sunshine and Ballarat.

Drivers licence

A current driver's licence is required.

Pre-existing injury

The person appointed to this position will be required to disclose any pre-existing injuries or disease that might be adversely affected by employment in this position. This will assist Djerriwarrh in providing a safe work environment for new staff.

KEY SELECTION CRITERIA

Mandatory:

- KSC 1: Proven ability to produce content for a range of communication tools such as websites, social media, e-newsletters and other digital technologies, including the capacity to take and edit photos and short videos.
- KSC 2: Experience collecting and analysing data with digital tools such as Facebook Insights and Google Analytics.
- KSC 3: Ability to design flyers, invitations, advertisements and graphics for use on social media and websites.
- KSC 4: Ability to work collaboratively, build strong relationships with internal and external stakeholders and adapt to a range of different working and communication styles.
- KSC 5: Plain English writing, editing and proof reading skills including experience in writing content for a range of different channels.
- KSC 6: Excellent time management, planning and organisational skills. The ability to prioritise work requirements, work autonomously where appropriate, consult when needed and respond to direction.

Desirable:

- KSC 7: Experience in a community or not-for-profit setting or with culturally and linguistically diverse communities (CALD).

QUALIFICATIONS/SPECIAL REQUIREMENTS:

A post-secondary school educational qualification in an appropriate discipline such as marketing, communication, business, journalism, media studies or related field, or experience relevant to the role.

REPORTS TO:

The Marketing Officer reports to the Marketing & Stakeholder Engagement Coordinator.

IMPORTANT NOTES:

- Djerriwarrh actively encourages applications from Aboriginal peoples, people from culturally and/or linguistically diverse backgrounds and people with a disability.
- Services comply with the provision of relevant Commonwealth, State or local government legislation, which has direct or indirect implications for the service.
- Services are conducted free from any sexual harassment and any unlawful discrimination which contravenes the:
 - ▶ Racial Discrimination Act 1975
 - ▶ Sex Discrimination Act 1984
 - ▶ Disability Discrimination Act 1992
 - ▶ Disability Act 2006
 - ▶ Equal Opportunity Act 2010
 - ▶ Charter of Human Rights and Responsibilities Act 2006
- Services are conducted in compliance with relevant sections of the:
 - ▶ Privacy Act 1988
 - ▶ Freedom of Information Act 1982
- Djerriwarrh is a child safe organisation and complies with:
 - ▶ Child Wellbeing and Safety Amendment (Child Safe Standards) Act 2015
 - ▶ Working With Children Act 2005
- Djerriwarrh acknowledges and respects the privacy of individuals and handles personal information in compliance with Information Privacy Principles (Victoria) and the National Privacy Principles. Your personal information will be destroyed when no longer required.
- Djerriwarrh has in place an information security management system. All staff are required to comply with the relevant policies and procedures to protect the integrity and security of any information created or collected for the purposes of delivering our services and programs.
- COVID-19 Response – Djerriwarrh complies with all current government and health expert advice for conducting a COVID-Safe business and has established COVID-Safe Plans across all our service and administrative site locations.

Declaration	
My position description has been explained in detail and I understand and accept the accountabilities and authority as outlined.	
Employee	Name: Signature: ___/___/___
Manager	Name: Signature: ___/___/___