

Position Details

Position:	Marketing and Design Officer		
Award:	Social, Community, Home Care and Disability Services industry Award 2010		
Fixed/Continuing:	Ongoing	Probation period:	6 Months
Level:	4.1	Work Base:	Mount Barker
Reports To:	Snr Coordinator – IT and Systems	Direct Reports:	NA
Context:	<p>HCO Disability and Community Services is committed to ensuring that the Values of the association are upheld through the provision of a professional, client centred service by:</p> <ul style="list-style-type: none"> • Valuing the uniqueness of the individual • Promotion of community inclusion • Promotion of social equality • Provision of a continuous learning environment for all 		
Position Objectives:	To provide timely and effective Marketing and Design support to HCO		
Key Responsibilities:	<ul style="list-style-type: none"> • Marketing including Digital Marketing • Design • Any other duties commensurate with your level and skill set 		
Key Working Relationships:	<p>Internal:</p> <ul style="list-style-type: none"> • CEO • Manager Client Services • Executive leadership • Coordinators • Team Leaders • Support Staff <p>External:</p> <ul style="list-style-type: none"> • HCO Board Members 		
Special Conditions:	Successful DHS screening and background checks		

Position Description

Responsibility

Digital Marketing

- Social Media Assistance (Facebook posts, campaigns and building Facebook presence)
- Website Assistance (Editing and updating content, Blogs, enhancements)
- Search Engine Optimisation (SEO)
- Google AdWords (Create, Monitor and Optimise Campaigns)
- Analyse Website traffic and build online presence
- Email Campaigns and Mail outs using CreateSend/ MailChimp
- Build and maintain mail out database
- Follow and Implement latest digital marketing trends

Marketing

- Assist in Coordinating and implementing traditional marketing campaigns (Newspapers, Publications etc.)
- Assist in Coordinating displays and attendance at relevant Expo's

Design

- Design and Create Marketing/ Promotional material for print
- Order Marketing/ Promotional material when required
- Design of official organisational forms

Core Capabilities

Communication:

- High level of communication skills written and verbal
- Keep accurate and complete records in accordance with HCO's policies and procedures
- Communicate in a manner that is consistent with HCO values
Understanding of the importance of confidentiality in the role

Service Improvement:

- Provide ideas for improvement and constructive input into change initiatives
- Regularly review own work practices to identify areas for improvement
- Take personal responsibility to resolve enquiries, requests or complaints specific to the role in accordance with HCO's policies and procedures

Flexibility and Adaptability:

- Adapt positively to changes in the environment and work demands
- Demonstrate flexibility in thinking.
- Show flexibility in coping with multiple and changing priorities

Position Description

Core Capabilities (Cont.)

Team Working:

- Develop and maintain productive relationships with peers, and organisational teams
- Attend and actively participate in team meetings, sharing ideas and contributing to discussions
- Recognise the differing contributions of others in the team

Work Health & Safety:

- Comply with legislation and HCO's WHS policies, procedures and practices to maintain the health and safety of yourself and others
- Participate in WHS related training, safety briefings and updates as required
- Actively take responsibility for a safe working environment, reporting all incidences, near misses or any unsafe working practices

Financial:

- Adhere to all financial processes and policies

Key Outcomes

Requirements:

- Maintaining and developing marketing material to meet organisational requirements and brand architecture
- Maintaining positive relationships with key stakeholders

Selection Criteria

Essential:

Experience:

- Previous experience in editing and updating content, blogs, enhancements.
- Proficient in the Adobe Suite including Photoshop, InDesign, Illustrator and Acrobat DC
- Proficient in Microsoft Office suite including Powerpoint
- Excellent communication, including a high level of interpersonal skills that demonstrate respect, integrity and honesty
- Results focus demonstrating excellent time management and organisational skills
- Demonstrated experience in Wordpress and DIVI
- Experience with Google Analytics and Google Adwords

Knowledge:

- Certificate qualification in Marketing and or Design with relevant experience, or equivalent
- Working knowledge of statutory, regulatory, legal and legislative requirements relevant to the workplace
- Understanding of Risk, Compliance Quality and audit

Desirable:

Experience:

- Experience in the community services, disability or aged care sector
- Working in a not for profit or service orientated environment
- Experience in coordination & set up of public Expo displays
- Previous experience in database building and maintenance



Real Connections

Position Description

Approval

Name:

Sue Horsnell

Position:

CEO

Approval Date:

26th August 2019

Approval Review
Date:

26th August 2020