

POSITION DESCRIPTION

TITLE: **Marketing and Communications Coordinator**

REPORTS TO: Senior Communications Manager
Delegation of Duties & Authorities in your absence:
Senior Communications Manager

Band: Band 4

DOCUMENT EFFECTIVE DATE: 4th April 2018

Key Internal Relationships: Fundraising staff
Operations staff
Clinical staff

Key External Relationships: Social media followers
Suppliers (PR agency, advertising agency, designer etc)
The Shepherd Centre clients/families
Donors/fundraisers

CONTEXT:

The Shepherd Centre (TSC) is a world-leading charity providing services to children who are deaf or have a hearing loss, to enable them to develop spoken language and go on to achieve their potential in life. Children completing our early intervention program typically have the same spoken language as other children their age and the vast majority go on to enter mainstream school. Our aim is to be the best in the world in terms of the standard of our clinical programs; the outcomes being achieved by the children; the efficiency of our operations; and our ability to connect people with our cause.

The services and the research structure of The Shepherd Centre will be growing rapidly to meet the needs of the many children who currently aren't enrolled in an appropriate program. Our aim is to support these children to achieve the same outstanding results as our current children, through extended and new services.

ROLE:

The Marketing and Communications Coordinator is responsible for support to the Senior Communications Manager with the internal/external communications function.

DIRECT REPORTS:

- None

SPECIFIC RESPONSIBILITIES:

- Develop promotional material for our events, appeals, programs and services and brief external agencies.
- Create a variety of content for, and assist with, updating our website.
- Support Senior Communications Manager in all areas of marketing and communications.
- Collating stories and images for newsletters to families and stakeholders.
- Research and provide support for Australian Father of the Year award and related media and events.
- Liaising with our families on potential media opportunities.
- Preparation of regular media and other reports.
- Development of content and advertising for social media platforms.
- General PR & communications support for all fundraising activities including Loud Shirt Day, The Shepherd Centre's biggest fundraising appeal of the year.
- Support with TSC branding and positioning, including ensuring brand consistency across the organisation.
- Establishment and maintenance of digital asset management for communications.
- Attend and help at Shepherd Centre events as required.

KEY PERFORMANCE OUTCOMES:

- Social media engagement growth as per monthly KPIs.
- Content creation for newsletters as per the schedule.
- All relevant reporting done on time.
- Website content is current and SEO optimised.

FLEXIBLE WORKING:

The particular areas of flexibility that apply to this role are:

- Location: this position is based in Newtown.
- Working away from a centre: this position may require working from other centres from time to time, however 95% of the tasks/responsibilities are based in the Newtown office.
- Times of working: 76 hours per fortnight (as per PPL05 Human Resources policy). There may be a requirement to attend after hours work related events to raise profile and funds for TSC.

DECISION AUTHORITIES:

- Decisions in your area of professional responsibility: full authority and responsibility for the decisions in your area of responsibility (unless specifically directed otherwise) of communications and social media management.
- Decisions in specific projects: as per their assigned project team role (Policy GOV15 Conduct of Operations).
- Financial decisions: NIL
- Employment decisions: NIL

CORE RESPONSIBILITIES, EXPERTISE & BEHAVIOUR:

- Active support for The Shepherd Centre's Vision and Mission
- Behave in accordance with The Shepherd Centre's Values, our Code of Ethics and Conduct policy, and our Staff Charter
- Actively contribute to The Shepherd Centre's success in achieving our Ongoing Operational Goals:
 1. Being an employer of choice for people passionate about achieving our mission
 2. Having a work culture that supports passion, respect, responsibility and effectiveness
 3. Increasing net income to allow us to assist more children on a financially sustainable basis
 4. Continuous improvement in efficiency, excellence and service impact
 5. Compliance with our regulatory and funding requirements
- Actively support the success of other staff and teams within The Shepherd Centre, with proactive support of fundraising activities when requested
- Act in accordance with all applicable The Shepherd Centre Policies
- Understand The Shepherd Centre's core outcomes and activities; our funding situation; and our role within the sector supporting children with hearing loss

- Have the core business skills of: proactive communication; responsiveness; basic computer literacy; commitment to ongoing business improvement; and commitment to ongoing skills improvement

AREAS OF COMPETANCIES AND KNOWLEDGE:

- Tertiary qualification or equivalent professional experience in communications or journalism.
- High level written skills and strong oral communication skills.
- Demonstrated time management and organisational skills, attention to detail.
- General knowledge of website, functionality and online marketing.
- Understanding of SEO/SEM.
- Knowledge of managing and reporting on social media (including Facebook, YouTube, Instagram, Twitter and LinkedIn).
- Demonstrated ability to work within and as part of a dynamic and flexible team environment and on own initiative, and to network and liaise and engage effectively across stakeholder groups
- Demonstrated time management and organisational skills, with the ability to manage multiple projects and deadlines under pressure and deliver on time
- Practical knowledge of website CMS management (Wordpress specifically), functionality and social media strategy.
- Experience in Adobe Photoshop.

POTENTIAL ROLE PROGRESSION:

- Next role assuming typical career progression: **Communications Manager.**
- Potential subsequent role: **nil**

ESSENTIAL QUALIFICATIONS, CERTIFICATES AND LICENSES:

- The following must be maintained as an essential part of the role. If they are not maintained then employment in this role will have to be terminated:
 - Legal right to work in Australia
 - Working with children check

OTHER QUALIFICATIONS, CERTIFICATES AND LICENSES:

- None

WORKPLACE SAFETY:

- Take proactive measures to promote health and safety at the workplace and take precautions to minimise the risk of work-related injury and harm
- Adhere to The Shepherd Centre’s policy and procedures.
- Notify of any hazards and incidences to whs@shepherdcentre.org.au

Name of position incumbent: _____

Signature: _____

Date: _____