

# Position Description

<b>Title</b>	Marketing Consultant – Foster Care
<b>Business Unit</b>	Planning and Internal Partnerships   Community and External Relations
<b>Location</b>	130 Lonsdale Street, Melbourne   Working from home
<b>Employment type</b>	Full Time, Maximum Term (until July 2023)
<b>Reports to</b>	Brand and Marketing Advisor

## About Uniting

Uniting Vic.Tas is the community services organisation of the Uniting Church. We've been supporting people and families for over 100 years. We work alongside people of all ages in local communities in Victoria and Tasmania. Our services reach to Albury-Wodonga in the north, Mallacoota in East Gippsland, the Wimmera region in the west, and across Tasmania.

We empower children, young people and families to learn and thrive. We're there for people experiencing homelessness, drug and alcohol addiction or mental illness. We support people with disability to live the life they choose. We assist older people to maintain their independence and enjoy life. We provide opportunities to access training and meaningful employment. We're proud to welcome and support asylum seekers to our community. We work to empower people with the information, skills and tools they need to live a healthy, happy life.

As an organisation, we work in solidarity with Aboriginal and Torres Strait Islander people as Australia's First Peoples and as the traditional owners and custodians of this land. We celebrate diversity and value the lived experience of people of every ethnicity, faith, age, disability, culture, language, gender identity, sex and sexual orientation. We welcome lesbian, gay, bisexual, transgender, gender diverse and non-binary, intersex, and queer (LGBTIQ+) people at our services. We pledge to provide inclusive and non-discriminatory services.

**Our purpose:** To inspire people, enliven communities and confront injustice

**Our values:** We are imaginative, respectful, compassionate and bold

## 1. Position purpose

Reporting to the Brand and Marketing Advisor, this position partners with the Child, Youth and Family teams within Operations, to identify key marketing opportunities for Foster Care and implement them in collaboration with the Community and External Relations team. Specifically, the role leads the development and implementation of integrated marketing activities to increase enquiries, recruitment and retention of accredited carers into Uniting's Foster Care program.

## 2. Scope

**Budget:** nil

**People:** nil

## 3. Relationships

### Internal

Internal relationships that this position has primary and regular day to day interaction with:

- Foster Care Recruitment officers and operational team leaders,
- Creative and Digital team, Media Advisor, and other Community & External Relations (C&ER) Division team members

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- Operational Executive Officers, Group Managers and General Manager in Child, Youth, Family and Residential – Foster Care.
- Senior Leadership group
- Other members of the Uniting leadership team
- Business Partners throughout the organisation.

#### External

- Fostering Connections (a joint initiative of foster care agencies across metropolitan and regional Victoria, to raise awareness of Victoria's ongoing need for foster carers)
- DFFH recruitment teams as required
- Local partners and stakeholders including but not limited to community services sector, health sector, media, fundraising, congregations.

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## 4. Key responsibility areas

The primary responsibilities of this position are:

#### Operational

- Work autonomously with high levels of personal accountability on the Foster Care marketing portfolio.
- Work with Foster Care leaders to identify key marketing priorities for Foster Care.
- Develop and implement a centralised 12-month marketing plan for Foster Care across all regions in alignment with the Community and External Relations overall marketing strategy
- Develop acquisition, growth and retention campaigns and initiatives to promote Uniting's Foster Care programs/services across multiple channels, informed by data and consumer insights.
- Manage external brand and marketing agencies where decisions have been taken to outsource campaign implementation.
- Work with colleagues across the Community and External Relations Division to deliver quality effective solutions to identified priorities.
- Work in partnership with Business Partners to ensure that all functions are working collaboratively to provide support to Foster Care.
- Work with the Creative and Digital Services team to create tools to facilitate self-directed marketing activities (where applicable) with Foster Care teams across all regions.
- Develop and monitor project plans and schedules for activities and ensure adherence to deadlines.
- Work in collaboration with key stakeholders to ensure engagement and timely response in accordance with deadlines.
- Produce post-implementation reviews for Foster Care activities.
- Develop and maintain positive and professional working relationships with key stakeholders and partners within and outside the division.

#### Administration

- Ensure appropriate documentation, regular reporting, and monitoring of all activities.
- Monthly Marketing report to be created and sent to operational leaders and marketing team leadership.

#### Quality and risk

- Ensure all work is performed at the highest quality including all reporting and tracking of marketing initiatives.

#### People and teams

- Undertake regular supervision and performance review with line manager, providing feedback to promote collaborative working relationships.
- Promote and maintain a positive, respectful and enthusiastic work environment.

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#### Legal requirements and risk management

- Ensure all legal, funder and statutory requirements pertaining to the position are met including serious incidents, reportable conduct, and mandatory reporting (child safety).
- Foster a culture where risks are identified and appropriately managed.
- Report areas of serious risk to next level supervisor and work together to mitigate those risks.

#### Personal accountability

- Compliance with Uniting's values, code of conduct, policies and procedures and relevant government legislation and standards where relevant.
- Cooperate with strategies to actively ensure the safety, protection and well-being of children who come into association with us.
- Ensure appropriate use of resources.
- Work collaboratively with Uniting (Victoria Tasmania) employees and external stakeholders in accordance with Uniting's values and professional standards of behaviour.
- Actively participate in initiatives to maintain, build upon and promote a positive and collaborative workplace.
- Identify opportunities to integrate and work collaboratively across teams.
- Take reasonable care for your own health and safety, and health and safety of others (to the extent required).
- Promote a positive safety culture by contributing to health and safety consultation and communication.
- Promptly respond to and report health and safety hazards, incidents and near misses to line management.
- Attend mandatory training sessions (i.e. equal employment opportunity, health, and safety) and mandatory training specific to position.
- Declare anything that you become aware of through the course of your engagement which may impede your suitability to work.

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## 5. Performance indicators

- Marketing targets are achieved through the agreed growth strategy, all activities are completed as required to ensure the best possible result.

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## 6. Person specification

### Qualifications

- Tertiary qualifications in marketing or a related discipline, or equivalent experience.

### Experience

- At least 3 years' experience in marketing and campaign management in a consumer centric organisation.
- Proven ability to manage multiple stakeholders and completing priorities.
- Proven ability to manage a range of complex tasks and meet deadlines.
- Proven ability to work both autonomously and in collaboration with a range of stakeholders including peers, senior management, external organisations, funding bodies and government agencies to achieve marketing objectives.
- Experience with HubSpot and optimising customer journeys highly desirable
- Experience in Foster Care sector or working with carers and professional supporting children and young people in community sector would also be highly desirable.

### Core selection criteria

- Values alignment – ability to demonstrate and authentically promote Uniting's values.
- Multi-tasking – ability to manage a range of complex tasks and meet deadlines.
- Stakeholder management – ability to understand and manage diverse and complex stakeholder needs.

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- Influence and negotiation – ability to negotiate and influence strategic marketing outcomes with a range of stakeholders across the organisation.
- Interpersonal skills – ability to communicate complex information clearly and in an engaging manner across all levels within the organisation.
- Problem solving – proven strong level of analysis and complex problem solving.
- Teamwork – willingness to be proactive and help others and contribute to the continuous improvement of a positive, collaborative, and effective work environment.
- Communication – highly developed communication skills, both and verbal, ranging from consumer communications to presentations and campaign reporting.

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### 7. We are a child safe organisation

Uniting is a child safe organisation and is committed in everyday practice to ensure the safety and wellbeing of all children, at all times. As a child safe organisation, employment with Uniting is subject to a satisfactory national (and international where relevant) police check and relevant Working With Children Check (and NDIS Worker Screening Check where relevant) in your State prior to commencement of any paid or unpaid work and/or participation in any service or undertaking.

**This position description is subject to review and may change in accordance with Uniting's operational, service and consumer requirements.**

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### 8. Acknowledgement

**I have read, understood, and accepted the above Position Description**

#### Employee

Name:

Signature:

Date: