

# Position Description

<b>Title</b>	Marketing Coordinator – Carer Gateway
<b>Business Unit</b>	Planning and Internal Partnerships   Community and External Relations
<b>Location</b>	Flexible between Mt Waverley and Lonsdale St Melbourne
<b>Employment type</b>	Full time, maximum term until 30 June 2022
<b>Reports to</b>	Manager Community and External Relations Business Partners with a dotted reporting line to the Senior Manager Carer Gateway

## 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

This position is a dedicated resource for the Carer Gateway portfolio within Operations to provide strategic marketing campaign implementation of integrated activities including brand development, communications, and advocacy activities. Working closely with the team, the main aim of this role is to increase referrals to Carer Gateway in line with the growth strategy and operational priorities.

This role will report to the Manager, Community and External Relations (C&ER) Business Partners with a dotted reporting line to the Senior Manager Carer Gateway. The role will develop and create content, ensuring Carer Gateway brand integrity is maintained across communications and marketing within Uniting’s catchment, and seek opportunities to promote the initiative through local health, social and community networks, as well as within Uniting.

About the program:

Carer Gateway services are delivered by eight outlets across Victoria. It is an initiative of the Australian Government to provide in person, online and over the phone information and practical support for Australia’s 2.65 million carers.

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## 2. Scope

### Budget:

Budget responsibility: nil

### People:

- Nil
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## 3. Relationships

### Internal

- Senior leaders and managers in the Carer Gateway and Carer Services teams at Uniting
- Business Partners for Carer Services, Aged and Disability Services and other services
- Creative and Digital team and other Community and External Relations Division team members

### External

- Carer Gateway consortium
  - Carer Gateway consortium Marketing and Communications Advisor and Marketing Coordinators with other agencies in Carer Gateway consortium
  - Local partners and stakeholders including but not limited to aged and carer services, disabilities services, community services sector, health sector, and media
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## 4. Key responsibility areas

### Operational

- Coordinate end to end strategy implementation of Carer Gateway State Marketing and Communications Plan within Uniting's catchment
- Work with the Carer Gateway management team, Carer Gateway consortium and Community and External Relations team to identify key priorities for marketing, brand, communications and advocacy and ensure these are reflected in the operational planning of the Community and External Relations Division.
- Independently work with high levels of personal accountability on the Carer Gateway marketing tasks
- Develop acquisition, growth and retention campaigns and initiatives to promote Uniting's Carer Gateway and the consortium across multiple channels
- Work with colleagues across the Community and External Relations Division to deliver quality effective solutions to implement identified priorities.
- Work with the Creative and Digital Services team to produce mid-weight collateral (flyers, promotional items, etc.)
- 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.
- Ensure appropriate documentation, regular reporting, and monitoring of all activities.
- Develop post-implementation reviews for Carer Gateway activities.
- Work in partnership with Business Partners for Carer Services, Aged and Disability Services to ensure that all efforts are collaborative
- Maintain and develop positive and professional working relationships with key stakeholders and partners within and outside the Community and External Relations Division, Carer Gateway and Carer Services teams, and the broader Carer Gateway consortium
- Attend bi-monthly Carer Gateway outlet marketing and communications meetings (virtual)

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- Produce compelling copy for the Carer Gateway e-newsletter, social media posts and other communications channels based on Uniting's carer activities (carer profiles, partner projects, staff profiles, etc.)
- Organise/attend local events and promotional activities (minimum 4 per year)
- Help drive an increase in calls, registrations and web traffic to Carer Gateway website from Uniting's catchment areas
- Take photos or work with photographers and a videographer to capture events and noteworthy Carer Gateway activities

#### Quality and risk

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

#### People and teams

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

#### 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.
- Cooperate with strategies to actively ensure the safety, protection and wellbeing 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 with children and/or young people.

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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 results.

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## 6. Person specification

### Qualifications

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- Tertiary Qualifications in communications, marketing, public relations or a related discipline, or equivalent experience.

#### Experience

- At least 3 years' experience in marketing or communications in a complex organisation
- Experience managing multiple stakeholders and multiple priorities
- The ability to influence and work collaboratively with a range of stakeholders including peers, employees, external organisations including the Carer Gateway consortium, and government agencies
- Proven ability to work independently with minimal supervision

#### Core selection criteria

- Values alignment: ability to demonstrate and authentically promote Uniting's values.
- Multi-tasking: ability to manage a multitude of complex tasks and ability to meet deadlines.
- Stakeholder management: ability to understand, relate to and manage diverse and sometimes challenging stakeholder needs.
- Influence and negotiation: ability to give and gain cooperation at all levels.
- Problem solving: proven strong level of analysis and complex problem solving.
- Interpersonal skills: ability to communicate complex information clearly and in an engaging manner across all levels within the organisation.
- Teamwork: willingness to be proactive and help others, and contribute to continuously creating a positive, collaborative and effective work environment.
- Communication: highly developed communication skills, both written and verbal, including an ability to prepare presentations and reports.

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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) to 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: