

Position Description

Title	Marketing Coordinator – Consumer Directed Services
Business Unit	Planning and Internal Partnerships Community and External Relations
Location	Flexible – Victoria or Tasmania
Employment type	Full time, maximum term 12 month contract
Reports to	Manager Community and External Relations Business Partners

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 Manager, Community and External Relations (C&ER) Business Partners, this position partners with the Consumer Directed Services portfolio within Operations to provide specialist strategic marketing campaign creation and implementation of integrated activities including brand development, communications, and advocacy activities. Uniting’s Consumer Directed Services include Aged Care, Disability Services and Employment Services.

Working closely with the team, the main aim of this role is to increase referrals to Consumer Directed Services in line with the growth strategy and operational priorities.

2. Scope

Budget:

Budget responsibility: nil

People:

- Nil

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3. Relationships

Internal

- Senior leaders and managers in Consumer Directed Services.
- Business Partner for Consumer Directed Services and other Business Partners.
- Creative and Digital team and other Community and External Relations (C&ER) Division team members.

External

- Local partners and stakeholders including but not limited to community services sector, health sector, marketing agencies and media.
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4. Key responsibility areas

Operational

- Coordinate end to end strategy development and implementation of agreed priorities for Consumer Directed Services.
- Work with the Consumer Directed Services management team 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 Consumer Directed Services marketing tasks.
- Develop acquisition, growth and retention campaigns and initiatives to promote Uniting's Consumer Directed 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 implement identified priorities.
- Work with the Creative and Digital Services team to create tools to enable Consumer Directed Services teams to deliver activities.
- 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.
- Develop post-implementation reviews for Consumer Directed Services activities.
- Ensure appropriate documentation, regular reporting, and monitoring of all activities.
- Work in partnership with the Business Partner for Consumer Directed 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 and Consumer Directed Services Division.

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

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- 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.

5. Performance indicators

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

6. Person specification

Qualifications

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

Experience

- At least 3 years' experience in marketing 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, funding bodies 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.

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- Communication: highly developed communication skills, both written and verbal, including an ability to prepare presentations and reports.

Desirable criteria

- Graphic design skills.
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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.

8. Acknowledgement

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

Employee

Name:

Signature:

Date: