

# Position Description



<b>Title</b>	Marketing Coordinator – Early Learning
<b>Business Unit</b>	Planning and Internal Partnerships   Community and External Relations
<b>Location</b>	Flexible – Victoria or Tasmania
<b>Employment type</b>	Full Time/Part Time, Maximum Term (until 31 December 2022)
<b>Reports to</b>	Manager Community and External Relations Business Partners

## 1. 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.

We celebrate our diversity and welcome all people regardless of ethnicity, faith, age, disability, culture, language, gender identity or sexual orientation. We acknowledge Aboriginal and Torres Strait Islanders as Australia's First Peoples and as the traditional owners and custodians of the land on which we work. We welcome lesbian, gay, bisexual, trans, gender diverse, 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

## 2. Position purpose

Reporting to the Brand and Marketing Advisor, this position partners with the Early Learning portfolio within Operations to provide specialist advice and a consistent source of support for all marketing, brand, internal/external communications, advocacy and fundraising activities. The role leads the development and implementation of integrated marketing strategies for Early Learning.

## 3. Scope

**Budget:** Nil

**People:** Nil

## 4. Relationships

### Internal:

- Operational Executive Officers, Group Managers and General Manager in Early Learning
- Senior Leadership group
- Other members of the Uniting leadership team
- Business Partners throughout the organization

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### External

- Senior leadership in advocacy, brand, communications, fundraising and marketing in sister agencies to Uniting Vic.Tas
- Senior leadership of UnitingCare Australia
- Other Uniting Church agencies and organisations
- Local partners and stakeholders including but not limited to community services sector, health sector, media, fundraising, congregations

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## 5. Key responsibility areas

### Operational

- Work with Early Learning leaders to identify key priorities for marketing, brand, internal and external communications, advocacy and fundraising and ensure these are reflected in the operational planning of the Community and External Relations Division.
- Coordinate end to end implementation of agreed Early Learning strategies.
- Develop acquisition, growth and retention campaigns and initiatives to promote Uniting's Early Learning 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 implement identified priorities.
- Work with the Creative and Digital Services team to create tools to allow Early Learning teams to deliver activities.
- Develop and monitor project plans and schedules for activities and ensure adherence to deadlines.
- Ensure appropriate documentation, regular reporting and monitoring of all activities.
- Work in collaboration with key stakeholders to ensure engagement and timely response in accordance with deadlines.
- Develop post-implementation reviews for Early Learning activities.
- Work in partnership with Business Partners to ensure that all functions are working collaboratively to provide support to Early Learning.
- Maintain and develop positive and professional working relationships with key stakeholders and partners within and outside the division.

### 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 incidents and consumer feedback are identified and appropriately managed.
- Report areas of serious risk to next level supervisor and work together to mitigate those risks.

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### 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.

### 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.

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## 6. Person specification

### Qualifications

- Tertiary Qualifications in communications, marketing 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, 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.
- **Multitasking:** An ability to manage a multitude of complex tasks and ability to meet deadlines.
- **Stakeholder management:** ability to understand, relate to and manage diverse and difficult 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, contribution to the continuous improvement of 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 Working With Children Check (in Victoria) and/or Working With Vulnerable People Check (in Tasmania) **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.**

	<b>Employee</b>	<b>Manager</b>
Name:	<input type="text"/>	<input type="text"/>
Signature:	<input type="text"/>	<input type="text"/>
Date:	<input type="text"/>	<input type="text"/>