

Position Description

Title	Marketing Coordinator, Foster Care
Business Unit	Planning and Internal Partnerships Community and External Relations
Location	Flexible location
Employment type	Part Time (45.6 hrs per fortnight), Maximum Term (12 month contract)
Reports to	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 Foster Care team (Western Victoria) within Operations to provide specialist strategic marketing campaign creation and implementation of marketing activities including brand development, internal/external communications, advocacy and fundraising activities.

The role leads the development and implementation of integrated marketing strategies for Child, Youth and Family Foster Care team (Western Victoria). The main aim of this role is to increase the enquiries and subsequent recruitment of accredited foster carers to the program in line with the growth strategy for this team.

2. Scope

Budget: nil

People: nil

3. Relationships

Internal

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

Position Description

Marketing Coordinator, Foster Care

- Foster Care Recruitment officers and operational leaders,
- Creative and Digital team and other Community & External Relations (C&ER) Division team members
- 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
- DFFH – recruitment teams as required (This will be determined as part of the role)
- Local partners and stakeholders including but not limited to community services sector, health sector, media, fundraising, congregations

4. Key responsibility areas

The primary responsibilities of this position in bullet point are as follows:

Operational

- Independently work with high levels of personal accountability on the Foster Care marketing tasks
- Creation of a strong marketing strategy with minimal direction from operational leadership
- Coordinate this end to end strategy and implementation of agreed Foster Care – Western Growth strategy
- Work with Current Foster Care 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.
- 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 implement identified priorities.
- Work with the Creative and Digital Services team to create tools to allow Foster Care 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 Foster Care activities.
- Work in partnership with Business Partners to ensure that all functions are working collaboratively to provide support to Foster Care.
- Maintain and develop 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 marketing tracking.

Position Description

Marketing Coordinator, Foster Care

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

Legal requirements & 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 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 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.

Position Description

Marketing Coordinator, Foster Care

- 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.

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: