

## Position Description

<b>Position Title</b>	Marketing and Communications Officer
<b>Salary &amp; Conditions</b>	FamilyCare Enterprise Bargaining Agreement
<b>Classification</b>	<i>(Dependent on qualifications and experience)</i> Social, Community, Home Care and Disability Services Industry Award 2010
<b>Department</b>	Carer Support Services
<b>Position reports to</b>	Manager – Carer Support Services
<b>Performance Review</b>	At six months, then annually thereafter

FamilyCare is one of regional Victoria's largest and most progressive community service organisations, with offices across five Local Government Areas: Greater Shepparton, Mitchell, Murrindindi, Strathbogie and Moira.

FamilyCare is the main provider of child and family services in our region and in addition, we provide support to families of children with disabilities, NDIS Support Coordination and a variety of carer support options.

### Vision

Strong families and communities.

### Purpose

FamilyCare works with individuals, families and communities to increase wellbeing, build strengths and encourage optimism.

### Core Values

The Code of Conduct reflects and supports FamilyCare's core values, which are:



### Role Summary

The Marketing and Communications Officer is a new role developed to assist Carer Gateway outlets in their promotion of the Carer Gateway. 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. FamilyCare delivers Carer Gateway services in the Local Government Areas of Benalla, Greater Shepparton, Mansfield, Mitchell, Moira, Murrindindi and Strathbogie.

Guided by the Marketing and Communications Advisor and the Carer Gateway State Marketing and Communications Plan, the Marketing and Communications Officer will play an important role working to support the promotion of Carer Gateway within FamilyCare's catchment area. The role will involve developing and creating content, ensuring Carer Gateway brand integrity is maintained across communications and marketing within our catchment, and seeking opportunities to promote the initiative externally through local health, social and community networks, as well as within the organisation itself.

### Carer Support Services:

A carer is someone who provides unpaid care and support to a family member or friend, who is frail aged or has dementia, a disability, mental illness, terminal illness or a chronic health condition. FamilyCare Carer Support Services aim to assist carers through the provision of information, respite, service coordination and other individually focused carer support services. Carer Support Services provides support and services under a number of programs including the newly established Carer Gateway, State funded Support for Carers Program, CHSP and HACC PYP.

Services provided include:

- Provision and coordination of short term respite and support
- Carer support planning
- Carer coaching
- Carer counselling
- In person peer support
- Provision of information regarding service availability and specific health, ageing or disability issues
- Information and linkages with self-help, community support groups or day programs
- Coordination of referral to other services

## Key Performance Responsibilities

### Service Delivery

1. Produce content for the Carer Gateway e-newsletter and other communication channels based on FamilyCare's carer activities (carer profiles, projects, staff profiles etc.).
2. Prepare and submit 2 social media posts via FamilyCare social media networks per month.
3. Organise and attend local events and promotional activities (minimum 4 per year).
4. Ensure that Carer Gateway information and activity is present and accurate at all times on FamilyCare's website and social media.
5. Establish and maintain connection with internal and relevant external local services.
6. Help drive an increase in calls, registrations and web traffic to Carer Gateway website from FamilyCare's service delivery catchment area.
7. Produce mid-weight collateral (flyers, promotional item etc.) while adhering to brand guidelines.
8. Support the implementation of the Carer Gateway State Marketing and Communications Plan within FamilyCare's service delivery catchment area.
9. Explore opportunities to further promote the Carer Gateway.
10. Work as an effective member of the Carer Support Services Team, with the ability to show initiative and take direction.

### Data Collection and Reporting

1. Provide internal reports to the Program Leader and or Manager when required.
2. Submit monthly updates on deliverables / activities in support of the Carer Gateway State Marketing and Communications Plan.
3. Research and report back on costings for local marketing and communications activities.
4. Capture events and noteworthy Carer Gateway activities in photo and video.

## Representation and Advocacy

1. Participate in bi monthly Carer Gateway marketing and communications meetings and other relevant forums as appropriate and directed by line management.
2. Actively network locally and regionally amongst other service providers to raise awareness and knowledge regarding the role of carers, and available Carer Support Services.
3. Attend and actively participate in internal program, team and agency meetings.
4. Contribute to the development of future Carer Gateway State Marketing and Communications Plans.

## Community Development and Education

1. Increase community awareness of the caring role and improve access to services through the provision of information, education and promotional events.
2. Coordinate local media opportunities.

## Quality Improvement and Evaluation

1. Meet occupational health and safety requirements.
2. Ensure that relevant policies and procedures are followed.
3. Participate in regular supervision activities.
4. Identify training needs in consultation with Supervisor and attend professional development as deemed appropriate.
5. Be aware of and meet relevant Quality Management System responsibilities.
6. Participate in relevant evaluation activities.
7. Be aware of FamilyCare's responsibilities to contribute to children's safety and wellbeing and report any concerns about neglect or abuse to a supervisor or manager.

## Key Selection Criteria

### Knowledge and Skills

1. Understanding of the issues related specifically to the caring role.
2. Proficiency in content creation and both internal and external communications.
3. Experience in coordinating marketing campaigns, event management (on line and in person).
4. Highly developed written and verbal communication skills.
5. Competent in the use of the Adobe suite, in particular Photoshop and InDesign, and expertise with Microsoft Office programs.
6. Ability to create and maintain relationships with internal and external stakeholders and ability to relate to and work effectively with a diverse range of individuals and communities.
7. High level organisational and interpersonal skills, e.g. engagement, negotiation, problem solving.

### Qualifications

#### *Essential*

- Tertiary qualifications in marketing, communications or public relations or equivalent discipline or significant experience.

#### *Desirable*

- 2 years' experience in a similar role.

## Safety Screening

All applicants are subject to a National Police History Check.

Applicants who have lived overseas for 12 months or longer during the past 10 years are required to provide the results of an international police check.

A current Employee Working with Children Check (WWCC) card is required.

Current Australian Drivers Licence.

## Other Information

Salary packaging offered within prescribed guidelines.

FamilyCare Enterprise Agreement has provision for salary and conditions over and above of SCHADS Award base rates.

All staff and volunteers must abide by a Code of Conduct.

FamilyCare promotes a respectful and safe workplace environment that does not tolerate or excuse any forms of violence including family violence.

FamilyCare is committed to:

- ensuring the safety of children;
- respecting diversity; and
- providing a workplace free from discrimination and harassment.