

## POSITION DESCRIPTION

<b>Position:</b>	Marketing & Promotions Officer	<b>Reports to:</b>	Corporate Services Manager (Or as designated)
<b>Award:</b>	Social Community Homecare & Disability Services	<b>Classification:</b>	Level 3
<b>Status:</b>	Full time or Part-time	<b>Location:</b>	175 Fullarton Road, DULWICH

### Purpose of Role

The purpose of this role is to implement and assist with the ARAS Marketing and Promotions strategy. This will involve overseeing the ARAS website, campaigns, printed media, newsletters, and the promotion of the organisation's events, activities, and brand awareness through multiple media, social media and communications channels.

ARAS operates in a dynamic, rapidly changing environment which requires flexibility, adaptability, initiative as well as excellent organisation and problem-solving skills.

The Marketing & Promotions Officer works with the Chief Executive (CE), Senior Managers, team members, our external marketing and communications contractor, as well as a broad range of stakeholders including Board members, Government representatives and departments, other Advocacy services, external businesses, and other state and national organisations to develop strategies and create content to;

- support ARAS' advocacy objectives;
- strengthen ARAS' role as a trusted voice on ending Elder Abuse;
- build the political and community will to invest in solutions to the problems facing older Australians;
- deliver on ARAS Strategic direction including ARAS marketing plan and engagement plans .

Key Responsibilities	Key Performance Indicators
1. Marketing Support	1.1 Assist the CE to maintain timely and effective marketing communications. 1.2 Lead and monitor implementation of a style guide for all external and (where appropriate) internal communications materials. 1.3 Manage related communications (telephone, electronic, hard copy and in person), ensuring it is responsive, welcoming and effective. 1.4 Draft and edit correspondence, communications, presentations and other documents. 1.5 Develop and implement streamlined and user-friendly systems, processes and tools to facilitate effective internal and external communication. 1.6 Support the planning and execution of functions and events as directed. 1.7 Contribute to the development and delivery of marketing and promotions strategies for events, forums and policy submissions.
2. Promotions	2.1 Create a comprehensive brand marketing campaign across multiple channels, promoting the brand and its services, including:

	<ul style="list-style-type: none"> <li>i. Brand awareness campaign conducted twice per year, across all key channels including (if funding permits) television and radio.</li> <li>ii. Leverage client testimonials (e.g., those used in the annual report, maintaining confidentiality as needed) – encourage more client testimonials and use them to raise awareness of and validate the services provided by ARAS;</li> <li>iii. Promote opening of regional offices, supported with Communication Strategy.</li> <li>iv. Incorporate strategy for implementation of the Reconciliation Action Plan – communications, social media, website banner, public relations and promotional events.</li> </ul> <p>2.2 Review messaging to ensure it is relevant and engaging for the target audience –include more personal/ relatable language and stories.</p> <p>2.3 Promote USPs more on website and through social media.</p> <p>2.4 Support the Community Engagement Liaison Officer, CE Projects Officer, Education and Operations Systems Co-ordinators to promote and deliver events to increase awareness of aged care, retirement villages and abuse prevention Advocacy and other ARAS programs, to support in ensuring access and information to special needs groups [as defined in the Aged Care Act] in the community as well as in supporting the use of self-advocacy tools.</p>
3. Media management	<p>3.1 Develop and disseminate a variety of electronic and printed communication.</p> <p>3.2 Implement and maintain the ARAS website, internal portals and social media presence.</p> <p>3.3 Build strong media relationships and produce press releases and articles to gain coverage and grow the ARAS brand.</p> <p>3.4 Develop and implement ARAS media campaigns, and relationships with journalists and media outlets.</p> <p>3.5 Develop, implement and evaluate ARAS media strategy in consultation with the Senior Management team.</p> <p>3.6 Monitor daily media and advise on reactive media opportunities.</p> <p>3.7 Develop and pitch proactive media opportunities in consultation with the Senior Management team.</p> <p>3.8 Write and distribute media releases and op-eds.</p> <p>3.9 Assist the Corporate Services Manager with the development of the annual Marketing &amp; Promotions Budget</p> <p>3.10 Ensure all Marketing and Communications literature is current with adequate supplies on hand at all times</p>
4. Office and organisation systems	<p>4.1 Undertake varied and ad hoc duties providing administrative support to the Senior Management team, in a small team environment.</p> <p>4.2 Assist with the implementation of organisational systems and processes to ensure a smooth running and efficient office including maintaining electronic and manual files and keeping records up to date, secure and accessible.</p> <p>4.3 Provide feedback on and input into policies, procedures and practices in your area of responsibility.</p>
5. Continuous Quality Improvement	<p>5.1 Participate in organisational communication and development systems e.g., staff meetings, planning/review days, and QA programs.</p> <p>5.2 Adopt quality improvement principles to ensure improvement in practices and effective use of resources in order to improve</p>

	<p>performance of consumer services.</p> <p>5.3 Work with other team members to improve service outcomes for consumers and employees by effective complaint management, stakeholder feedback and responses to service audit processes.</p> <p>5.4 Participate in and contribute to Continuous Quality Improvement systems and any relevant quality review or accreditation.</p>
6. Personal & Professional Development	<p>6.1 Ensure the successful completion of individual training and development activities to update knowledge and skills relating to legislative, policy, and system, procedure, product and service requirements inherent in the current duties.</p> <p>6.2 Demonstrate knowledge of the organisation's policies and procedures and a commitment to keep updated on emerging changes.</p>
7. Know and apply ARAS policies and procedures	<p>7.1 Demonstrated alignment to the ARAS mission and values, including the strategic plan.</p> <p>7.2 Model and foster behaviors aligned with the ARAS Code of Conduct.</p> <p>7.3 Evidence of harmonious working relationships with other employees, volunteers and other stakeholders.</p> <p>7.4 Management of risk and ensure compliance with WHS to the highest standards.</p>

### Qualifications/Skills

- A graduate or final year student in Marketing, Promotions, Event Management, and Communication, Public Relations, Journalism or a related field is required.
- Experience in media relations and/or a track record in securing media coverage would be an advantage.
- Experience in online communications including developing and implementing online strategies and developing and maintaining websites and internal portals.
- Demonstrated ability to work independently and flexibly, as well as part of a team.
- Demonstrated ability to organise work, manage time, determine priorities and meet deadlines.
- Commitment to social justice and the mission and vision of ARAS.
- Exceptional writing skills
- A general understanding of marketing for events and campaigns
- Study/experience setting a Marketing & Promotions strategy
- Ability to develop relationships with the media and gain press/media coverage
- Understanding of brand management
- Social media management exposure
- A passion for working in a small team in a value driven organisation

### Knowledge and experience

- Proven background within marketing and communications
- Understanding of marketing for fundraising and fundraising events/campaigns
- Experience setting and/or implementing a Marketing & Promotions strategy
- Ability to develop relationships with the media and gain press/media coverage
- Social media management
- A passion for working in a small, dedicated organisation

**Specific employment requirements**

- Satisfactory National Police Clearance required (must be less than 12 months old at time of joining).
- COVID-19 vaccination and current season influenza vaccination is mandatory
- Work outside of normal office hours may be required from time to time.

**MONITORING, EVALUATION AND REVIEW**

<b>Status:</b>	DRAFT	<b>Control:</b>	Human Resources
<b>Approved by:</b>	CEO	<b>Version:</b>	1.0
<b>Effective Date:</b>	Nov 2022	<b>Review Date:</b>	Nov 2023

**Acknowledgement**

*I, ..... acknowledge that I have read and understood the key position duties described in this Position Description and agree to carry out my duties to meet these outcomes to the best of my ability. I also understand that at times I may be required to undertake additional duties relevant to the position that are not listed in this statement and that fall within my competency and skill set. I have received a copy of this Position Description.*

**Employee**

**Name:** \_\_\_\_\_

**Signed:** \_\_\_\_\_

**Date** \_\_\_\_/\_\_\_\_/\_\_\_\_

**Human Resources Manager**

**Name:** \_\_\_\_\_

**Signed:** \_\_\_\_\_

**Date** \_\_\_\_/\_\_\_\_/\_\_\_\_