

Position description

Marketing & Communications Coordinator

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Position title	Marketing & Communications Coordinator		
Status	Full Time or as negotiated		
Location	Negotiable, based in a Multicap Tasmania office		
Award	Common Law Contract		
Reporting to	Business Development & Client Engagement Manager		
Date approved	Aug 2024	Position Number	PD51

Position Purpose

The Marketing and Communications Coordinator forms part of the Business Development and Client Engagement Team and is responsible for delivering key internal and external communications, engagement and marketing activities and projects in a dynamic, and fast paced environment.

The role will ensure our messaging is consistent, engaging, and fully aligned with our brand and marketing strategic objectives. The Marketing and Communications Coordinator ensures high levels of engagement with our staff, clients, their support networks through communications and marketing channels.

This position will contribute to the delivery of best-practice and innovative marketing and communication strategies and will work to ensure that Multicap Tasmania's promotional and positioning activities complement our strategic objectives.

Operational environment

Multicap Tasmania has been providing people living with a disability and their families with high quality services for over 50 years, having been an integral part of the local community since 1971.

Multicap Tasmania is a leading profit-for-purpose organisation experiencing significant growth with growing services and exciting initiatives on the horizon. Our organisation employs over 500 staff with offices in Burnie (Head Office), Devonport, Launceston and Hobart.

Our Mission: Multicap Tasmania empowers those with a disability to reach and be recognized for their full potential, express their individuality and engage in our community

Our Vision: To be the Service Provider of choice for people living with disability.

Our Mission and Vision is at the core of what we do as well as ensuring we meet the high standards of the NDIS Quality and Safeguards Commission Code of Code of Conduct.



Work Location

This position has prescribed responsibilities across the organisation. The position will be based at a Multicap Office in either Burnie, Devonport, Launceston or Hobart. Regular travel will be required to the various sites of the organisation to fulfil the requirements of the role.

Code of Conduct

All employees must abide by the Organisational Code of Conduct and the NDIS Code of Conduct.

Work Health and Safety

As an employee, you must be aware of and comply with requirements of the relevant Workplace Health and Safety legislation and associated regulations. This includes taking responsibility for your own health and safety and that of others in the workplace and complying with the Organisations work health and safety policies and procedures.

Performance review

Performance reviews will be conducted using the organisation's Performance Management Process.

Position summary

This position reports into the Business Development and Client Engagement Manager and drives marketing and communications activities and projects for the organisation.

Specifically, the Marketing and Communications Coordinator will:

- Supporting the Business Development team to implement the integrated marketing and internal communications strategies.
- Producing creative, engaging written content, digital assets and videos to be used across our website and social media platforms.
- Monitoring and developing existing social media channels and exploring potential new channels.
- Supporting the ongoing development and maintenance of company websites and working with the external website agency when required.
- Planning, developing and reporting on bi-monthly client email newsletters and internal staff weekly updates.
- Implementing and monitoring SEO, SEM, and paid online marketing campaigns, and building insights to drive improvement.
- Delivery of key marketing and communications projects.

Level of responsibility

Employees at this level will operate under limited direction from senior employees or management and undertake a range of functions for which operational policies, practices and guidelines may need to be developed. The employee is required to undertake a range of activities requiring the exercising of initiative in the application of established work procedures and may require the employee to establish goals/objectives and outcomes for their own particular work program or project.

At this level, employees will be required to exercise a degree of autonomy, has significant delegated authority and manages significant projects and/or functions; and assisting in liaison and co-ordination with other services and programs whilst assisting in interpretation of matters for which there are no clearly established practices and procedures although this will be undertaken under limited guidance of the employee's immediate supervisor.

Supervision

The employee at this level works under limited directions, may operate within established routines, methods, standards and procedures or may be required to develop new routines, standards and procedures and is expected to exercise initiative. The employee is responsible for managing time, planning and organising their own work and meeting organisational deadlines as and when required.

The employee at this level is required to supervise employees and/or volunteers.

Key tasks and duties (including Key Performance Indicators)

The key responsibilities may be modified from time to time to ensure that outcomes are coordinated within Multicap Tasmania's operational plans. The key duties of the role are to remain flexible and subject to review, as the organisation develops, and business systems and processes mature.

The role will operate as a key member of the Business Development team, leading, and contributing to operational and strategic marketing and communications activities and projects.

The key responsibilities shall include:

Implementation of our Marketing and Communication Strategy

- The position has a key role in supporting the delivery of the organisations Marketing and Communication Strategy which will cover the strategic approach to all internal and external communications.

Content development

- The position will lead the development and creation of timely and regular content collaborating with key stakeholders and subject matter experts to ensure the organisation has highly engaged and informed stakeholders. Stakeholders include staff, clients, client support networks, other services and others such as local government, media outlets etc.

The position will oversee:

- Staff newsletters and Weekly Internal Communications
- Client Newsletters
- Media Releases
- The position will also be responsible for updating/ developing marketing branding materials (as required), and the Multicap Annual Report.
- Developing collateral and marketing support to events and organisational activities

Oversight of website content and development:

- The Marketing and Communications Coordinator will work with the external website agency to maintain and continuously improve the functionality and accessibility of our website.

Marketing and Communications Reporting

- The Marketing and Communications Coordinator will produce high quality monthly reports on all communication (Internal and external) and marketing initiatives and activities across the organisation.

Marketing and Communications Projects

- The Marketing and Communications Coordinator will oversee multiple marketing and communications projects and will ensure successful delivery of such through sound project management principles.

Key Performance Outcomes

- *Key Performance Indicators will be developed in consultation with the Marketing and Communications Coordinator.*

Qualifications

- An appropriate certificate relevant to the work required to be performed,
- Will have attained previous experience in a relevant industry, service or an equivalent level of expertise and experience to undertake the range of activities required,
- Appropriate on-the-job training and relevant experience; or
- Entry point for a diploma without experience.

Selection criteria

Essential

1. Demonstrated experience in marketing and/or stakeholder management
2. Demonstrated experience in preparing high quality marketing materials and/or communications for a variety of stakeholders utilising Adobe Creative Suite
3. Demonstrated ability to manage competing priorities and meet deadlines
4. Ability to manage projects and assigned responsibilities
5. Ability to work independently and collaboratively to develop innovative marketing and communications solutions.
6. Demonstrated ability to develop and deliver marketing and communications strategies to support an organisation in a market driven environment
7. Proven track record in building and managing relationships with a range of internal and external stakeholders including senior executives.



Desirable

- Experience in a Non for Profit, Public Sector and/ or Disability Support Services Sector

Requirements

1. Current Tasmanian Driver Licence
2. Current Registration to Work with Vulnerable Persons ('Working with Children' Check)
3. Certificate of Completion of the 'Quality, Safety and You' - NDIS Worker Orientation Module

Signatures

Signed for and on behalf of the organisation

Name _____

Signature _____

Position _____

Date _____

The employee

I acknowledge that my duties and responsibilities are as outlined in this position description.

I further acknowledge that my duties may be varied from time to time.

Name _____

Signature _____

Position _____

Date _____