



POSITION DESCRIPTION

Position Title:	Copywriter and Marketing Coordinator
Reports To:	Manager Marketing and Communications
Salary/Classification Level:	Salaried
Reporting To This Position:	Nil

Purpose of the Position

The Copywriter and Marketing Coordinator is responsible to the Manager Marketing and Communications for the execution of writing, communications and marketing projects to achieve the strategic objectives of Helping Hand.

The incumbent will participate in and co-ordinate communications projects for internal and external clients.

The Copywriter and Marketing Coordinator will be responsible for displaying initiative and judgement in ensuring a high standard of customer service is delivered across all tiers of the organisation.

Your Team

The Copywriter and Marketing Coordinator is one of several positions reporting to the Manager Marketing and Communications. The Marketing Unit is responsible for the marketing, communications, fundraising and residential admissions function of the organisation. The unit reports to the Executive Manager Marketing and Customer Experience and sits within the CEO Division. The role will work across all areas of the organisation.

Other Key Relationships

The Copywriter and Marketing Coordinator will work closely with each member of the marketing team to deliver integrated marketing and communication solutions across digital and traditional mediums. The key responsibility of the role will be the development of marketing and communication material across a broad range of programs and services, and the establishment of strong relationships with internal and external networks.

Key Outcomes & Responsibilities

- Researching, writing and editing content to be used to promote Helping Hand and its services to a broad range of customers.
- Establishing and maintaining a writing 'style guide' that supports accessible and easy to understand content for older people and a diverse cultural workforce, that also reflects the values of Helping Hand.

This position description forms part of the contract of employment.

- Ensuring information is up to date and accurate, by reviewing and monitoring changes to aged care legislation and regulations.
- Prepare and coordinate the production of the organisations communication, promotional and creative material for both digital, electronic and traditional mediums.
- Write articles on selected topics for website, blogs, newsletters and other publications.
- Write and upload content onto the website, intranet and social media forums to promote services and initiatives.
- Ensure that the marketing objectives of the businesses and other projects compliment the organisations strategic marketing objectives.
- Ensure that all dealings with marketing service providers and the community are performed at a professional level, to project a positive image of Helping Hand.
- Work with internal and external stakeholders to create content for electronic and digital media.
- Use judgement to resolve complex customer service problems or issues quickly and effectively without clear guidelines or precedents.

Selection Criteria

Essential

- / Minimum of four years working within a marketing or communications role in a medium to large organisation.
- / Tertiary qualifications in marketing, communications, public affairs (or equivalent experience).
- / Excellent written and verbal communication skills including experience writing for a broad range of audiences.
- / Demonstrated ability to manage multiple projects and deadlines to a high standard of accuracy and consistency.
- / A comprehensive knowledge of the principles of marketing, promotion and communication is essential.
- / Demonstrable ability to contribute to the creative writing requirements of the team including copy writing, proofing and research.
- / Ability to identify and resolve complex problems in a dynamic environment without the benefit of precedent or clear guidelines.
- / Work autonomously and with limited supervision.
- / A high level of enthusiasm, initiative and creativity.
- / Demonstrated experience using Microsoft suite, wordpress or similar web management software.

Desirable

- / Demonstrated knowledge and understanding of the aged care sector
- / Understanding of the principles of project management and brand management

This position description forms part of the contract of employment.

- / Understanding of electronic media and how it can be use to communicate.

Helping Hand's Code of Conduct

As a Helping Hand employee you are required to:

- / Treat others with respect, courtesy and care
- / Be trustworthy and conduct yourself ethically, with integrity, honesty and fairness
- / Value and support difference
- / Ensure the privacy and confidentiality of others is maintained at all times
- / Carry out your duties with appropriate skill and care
- / Ensure that dealings with external parties are conducted in a fair and honest manner
- / Avoid any conflict of interest and avoid showing favouritism to relatives or close friends
- / Use Helping Hand's equipment, building, information and other resources effectively and efficiently
- / Handle conflict in a professional and constructive way without discrimination
- / Abide by the policies, procedures and directives of Helping Hand

Work, Health & Safety

Arrive Safe, Work Safe and Go Home Safe.

- / Make sure you keep your safety and others safety top of mind at all times. Work safe all the time!
- / If you notice someone doing something unsafe – care enough about them to ask them to stop or find a safer way.
- / Be kind, considerate and respectful of all others – this is how they know you care!
- / Do the training we ask you to do....it's for your own and others safety.
- / If you notice something that is a potential risk or hazard to your safety or others safety – report it. Hazards – turn into accidents! Watch out for spills, things in the way of people, equipment that isn't working.
- / If you report it...be a part of the solution. We need your ideas, solutions and feedback.
- / If you need equipment to do your job safely – make sure you use it. It's there to keep you safe...so use it!
- / If equipment isn't working properly – tell everyone around you (A sign is often good!) and then tell us so we can fix it.
- / If you are involved in an incident or are injured...tell us straight away. Your supervisor will be able to help you.