|  |
| --- |
| **POSITION DESCRIPTION** |
| **Position Title:** | Officer, Marketing & Communications |
| **Service/Facility/Department:**  | Marketing & Communications |
| **Direct Reports:**  | Nil |
| **Key Relationships:**  | **Internal:** Anglicare managers and team members, MarComms team |
| **External:** Preferred suppliers, media & production agencies, corporate supporters and alliances |

**Position Statement / Overall Purpose**

The overall purpose of the Officer, Marketing & Communications position is to contribute to the increased awareness and promotion of Anglicare’s services and brand, including assisting in the implementation of the Marketing Strategy and campaign execution; raising Anglicare’s profile through proactive external communications; and helping to improve engagement with Anglicare workforce with effective and regular internal communication

The role will work cross functionally and be closely aligned with the Communications Manager and Brand Manager.

The Officer, Marketing & Communications will work in accordance with the values of Anglicare Southern Queensland (Anglicare) and support core business by providing service, guidance and advice within this position’s specialty area.

**Position Specific Credentials, Qualifications and Other Requirements**

* Current National Police Check
* Current Queensland Driver Licence
* Degree in Journalism, Communications, Marketing or similar field

**Key Selection Criteria**

* A strong communications or media background with experience in public relations, communications, and journalism
* Capable copywriter who can adapt tone of voice dependent on audience
* Ability to plan and implement strategic marketing communications and media plans
* A proven track record in pitching stories direct to journalists and influencers
* Strong budgeting ability to ensure projects stay on target and within budget parameters
* Excellent project management and multi-tasking capacity
* Demonstrated ability to work on new concepts and to think creatively
* Punctual and reliable with strong sense of personal responsibility and initiative and work with a calm and positive attitude
* Excellent knowledge of Microsoft Office suite

**Key Accountabilities and Responsibilities**

1. **Accountability: Communications management**

***Promote and maintain a positive image of Anglicare Southern Queensland to the public, key stakeholders and staff***

**Responsibilities:**

* Identify publicity opportunities to improve Anglicare  brand and reputation
* Manage and coordinate responses to media enquiries and requests for interviews
* Plan, draft and edit press releases, web stories and posts, speeches, reports and other correspondence as required
* Identify earned media opportunities to amplify marketing campaigns
* Seek media opportunities and maintain relationships with key journalists and influencers
* Identify stories within Anglicare to share and profile on external and internal channels
* Assist in the timely monitoring and engagement of media in a range of forums with a view to providing advice to Anglicare SQ on matters of interest, ongoing issues, and future concerns
* Draft internal communications for intranet and internal newsletter

1. **Accountability: Strategy, planning and execution**

***Assist to plan, deliver and measure effective campaigns that align to organisational strategy***

**Responsibilities:**

* Assist in content creation including videos, animations and posts for social media
* Support management with creative direction, copywriting and campaign ideation
* Identify best channels to achieve marketing goals and best ROI
* Assist to create and maintain campaign plans as required
* Engage, inform and support key stakeholder and staff on outcomes relating to campaign outputs including research, regular briefings, updates and work plans throughout the year
* Identify marketing strategies and tactics to promote client acquisition and services promotion

1. **Accountability: Administration support and research**

***Coordinate activities that contribute to efficiency of the team, key projects & deliverables***

**Responsibilities:**

* Compile and disseminate daily media and issue monitoring to internal stakeholders
* Assist in briefing and analysing brand research results and apply insights.
* Contribute to ongoing team WIP to ensure updated dates and actions are included before each group meeting
* Assist to monitor campaign results and devise and coordinate strategies
* Provide assistance to complete the monthly marketing dashboard
* Approve marketing collateral in template system; proof and improve when necessary
* Ensure talent release and photo release forms are signed when dealing with filming and photographing talent
* Assist in the drafting of social media posts when required
* Manage Marketing inbox with production team including distributing information and filing
* Work closely with production team and graphic designer on design jobs when required
* Update copy and stories on the Anglicare website
1. **Accountability: Team contribution and continuous improvement**

***Contribute to a positive team environment and continuous improvement of team culture***

**Responsibilities:**

* Develop and maintain positive relationships within the team
* Participate in staff meetings; share information to improve work environment and outcomes
* Provide proactive and positive peer support to team members, where required.
* Contribute to ideas for improved ways of working and assist with the implementation of change
* Undertake professional development and regular training opportunities to ensure skills meet the requirements of the role

**Other Duties and Requirements**

* Maintain confidentiality, including but not limited to information relating to residents, clients and employees of Anglicare and do not disclose information during or after employment
* Act in accordance with Anglicare’s Code of Conduct and the organisation’s policies and procedures.
* Ensure that credentials and qualifications set out in this Position Description are current at all times
* Undertake those tasks outlined on a duties list, or any other tasks delegated to you by your manager or supervisor, provided these requirements are safe, efficient, relevant, legal and within your abilities
* Undertake work practices in a safe manner and comply with work health and safety instructions, within relevant policies and procedures
* Undergo relevant evaluations and assessments, as requested by Anglicare, to ensure that the physical and functional requirements of the role can be met

**Delegation of Authority:**

* In accordance with the Anglicare Delegations of Authority Policy.