



Job Description and Selection Criteria

Marketing Officer – Communications and Content

Location

Bentley Park

Reporting To

General Manager Community Living

Direct Reporting Staff

Nil

Award / Agreement

SwanCare Group Incorporated (HSU) Collective Workplace Agreement 2016

Normal Hours

Monday - Friday

Position Objective

This role will be responsible for the continued development and implementation of all communications via marketing initiatives, PR opportunities and the management of other communication channels. Additionally, this role will be responsible for assisting in all areas of marketing, for all business areas.

Responsibilities

- Produce content for websites.
- Update websites on a daily basis.
- Use social media to promote awareness of SwanCare.
- Draft and prepare printed material for all business areas.
- Assist in implementing effective media campaigns for retirement, home care and aged care accommodation.
- Liaise with sales and design personnel to design advertising, marketing and promotional material for new projects as directed.
- Draft and prepare communications materials, including press releases etc.
- Prepare and produce targeted communications to client waitlist.
- Assist staff in building relationships with external providers.
- Support events, conferences and recruitment days.
- Identify and coordinate appropriate PR and marketing opportunities, including interviewing residents and family members where appropriate.
- Create and edit documents for corporate use.
- Collate and edit the SwanCare staff newsletter (The Cygnet) on a quarterly basis using content provided by senior managers.
- Create content for the SwanCare resident newsletter (Tidings).
- Liaise with external marketing consultants.
- Performs other duties as directed by the General Manager Community Living and the Executive.

Occupational Health & Safety

- Accepts responsibility for own occupational health and safety requirements.
- Attends annual manual handling sessions, fire lectures, fire practices, evacuation, bomb threat and dealing with aggression education.
- Utilises Universal Precautions at all times.
- Reports all accidents to General Manager Aged Care Operations and completes an Accident/Incident form.
- Identifies and reports to General Manager Aged Care Operations any practice / equipment which may reduce safety for staff or resident.
- Works in a safe manner, considering own safety and that of other staff members, residents and visitors to SwanCare Group.
- Ensures equipment that is broken is removed from the work area and a request is submitted to the appropriate Manager.
- Conducts safety audits when requested to do so.

Corporate Values

- Actively promotes & upholds the corporate values of the organisation;
 - Reliable
 - Enthusiastic
 - Supportive
 - Professional
 - Ethical
 - Compassionate
- Ensures that appropriate systems are in place to monitor customer satisfaction throughout all financial services delivered by the organisation.

Professional Development

- Maintains and develops professional knowledge and skills.
- Actively participates in professional associations and SwanCare Group committees as requested.
- Sets goals for personal and professional growth and revises them annually.
- Acts in accordance with:
 - Occupational Safety & Health Legislation, Standards and Codes of Practice; Australian Standards and other relevant information.
 - Infection Control Standards and Health Department Guidelines.
 - SwanCare Policies, Procedures and Guidelines.
 - The Aged Care Legislation and Principals.
 - SwanCare Delegations Authority

Performs other duties as directed by the General Manager Community Living

Prepared By

Accepted and Agreed by

Name: People and Culture

Signature:

Date:

SELECTION CRITERIA

Marketing Officer – Communications and Content

Essential Criteria

- Tertiary qualification in Public Relations, Marketing, Communications or related discipline.
- Strong communications skills with experience conducting talent interviews & writing media-ready materials, such as media releases, and general marketing collateral.
- Advanced IT literacy skills that includes internet search, email, Ms Suite or products; specifically MS Word, Excel, Outlook.
- Strong attention to detail.
- Ability to multitask and work to deadlines.
- An understanding of outputting documents for printing.
- Ability to maintain non-disclosure of confidential and sensitive information that may be critical to operational success.
- Demonstrated commitment to customer service.
- Ability to organise and prioritise work commitments and manage personal time to achieve set outcomes.
- Ability to operate in a collaborative team environment.
- Negotiation and conflict resolution skills.
- National Police clearance.

Desirable Criteria

- General understanding of the Aged Care Sector.
- Ability to review and improve business processes.
- Experience using Adobe Creative Suite.
- Knowledge and use of CRM systems.