

# Coordinator, Project Better Access Maps (BAM)

## Position Description

<b>Directorate</b>	Vinnies Services
<b>Reports to:</b>	Regional Manager - Metro
<b>Direct reports:</b>	Nil
<b>Location:</b>	Flexible within any of the Society's main metropolitan offices
<b>Primary position objective:</b>	Drive the delivery and growth of the Better Access Maps (BAM) project through targeted marketing that aims to support organisations and business in promoting their accessibility so that people with a disability are supported in community inclusion.

*The St Vincent de Paul Society is an Equal Employment Opportunity Employer*

### Directorate overview

This position is in the Vinnies Services directorate. The Vinnies Services directorate provides a range of evidence-based services and programs that support men, women and children experiencing poverty or disadvantage to rebuild their lives. The teams within the directorate and their functions are:

**Homelessness and Housing:** this team is responsible for state-wide management of excellent homelessness and housing services.

**Disability and Inclusion:** this team is responsible for state-wide management of excellent disability and inclusion services.

**Health:** this team is responsible for state-wide management of excellent health services.

**Clinical Governance:** this role is responsible for driving accountability for state-wide provision of high quality and safe services to the people we serve.

**Program and Service Quality:** this team is responsible for developing and implementing a Society-wide Quality Framework to support a culture of continuous improvement; and supporting quality review and audit processes.

**Service Innovation and Business Development:** this team is responsible for service innovation and business development.

## Accountabilities and responsibilities

The Coordinator, Project BAM will:

- Ensure the successful implementation of the Strategic Plan within their directorate.
- Oversee the growth of the Better Access Maps Project including rolling out of integrated end-to-end consumer marketing campaigns and activities to support business growth targets, brand awareness and overall business objectives.
- Drive the B2B and B2C campaign management, implementation and measurement, including content development and website management.
- Collaborate and deliver all marketing and communication functions to ensure strategically sound, timely, high quality and cost-effective delivery of communication functions.
- Develop and maintain partnerships with key business and stakeholders ensuring effective and efficient delivery of Vinnies Better Access Maps that maximise outcomes for community and result in growth of services.
- Oversee and contribute to the assessment process for businesses and organisations, including providing relevant documentation and recommendations in line with best practice for accessibility.
- Ensuring rigorous reporting, data collection and outcomes measurement, including evaluate and measure impact of strategic and tactical marketing activities and campaigns.
- Ensure a safe working environment for members, staff and volunteers by implementing the Society's workplace health and safety practices.
- Ensure that effective risk management protocols and procedures are in place to ensure compliance with legal, employment and governance requirements.

## Critical Key Performance Indicators (KPIs)

- Implementation of the BAM Business Plan.
- Growth of business registration and retention.
- Growth and retention of user database, including increased engagement rates, organic search, SEO and SEM results.

## Key working relationships

In addition to the Regional Manager, Metro and Director Disability and Inclusion and their direct reports, the Coordinator, Project BAM will foster close working relationships with:

- Housing and Homelessness; Health Managers & Regional Managers (Vinnies Services);
- Managers (Membership, Volunteers and Regional Operations);
- Manager, Technology Strategy and Program Management (Corporate Services);
- Manager, Finance Vinnies Services (Finance).

## Essential criteria

### Critical capabilities

There are nine capabilities expected of all employees across the Society:

- **'People we serve' centric:** (Level 2) Enable the delivery of high-quality services that provide a hand up for the people we serve.

- **Values based leadership:** (Level 2) Enable individuals and teams to be guided by the Society's mission, vision, values and lay Catholic heritage.
- **Impact focus:** (Level 2) Enable others to deliver positive impact through informed decision making and efficient and effective use of resources.
- **Collaboration:** (Level 2) Enable collaboration with Conferences, directorates and teams to create opportunities, solve challenges, foster the Society's mission and implement the Strategic Plan.
- **Change leadership:** (Level 2) Support others to engage with and adapt to change.
- **Team performance:** (Level 2) Motivate and manage individual and team performance and develop their capabilities.
- **Digital engagement:** (Level 3) Manage virtual, dispersed teams and stakeholders using digital tools.
- **Innovation and improvement:** (Level 3) Facilitate an improvement in existing and new services, and ways of working.
- **Financial acumen:** (Level 3) Manage the team's resources, projects and services to deliver positive outcomes within budget.

### Role-specific criteria

- Relevant tertiary qualification/s and experience in Marketing, Communications and/or Business Development.
- Demonstrated ability and expertise in media, digital marketing and communications and public relations strategy and processes.
- Excellent interpersonal and relationship management skills, with a proven ability to collaborate effectively with internal and external stakeholders.
- Experience in a sales driven project
- Demonstrated experience in project management
- Excellent technology literacy skills, with demonstrated experience

### Desirable criteria

- Experience working in a membership-based organisation to support and empower members and volunteers.
- Knowledge and/or experience of industry best practice around access, disability, and inclusion