

	<b>REF: JOB NUMBER: 130:2010</b> <b>Position Description</b>
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<b>Position Title:    MARKETING AND COMMUNICATIONS COORDINATOR</b>	
<b>LOCATION:</b> Killian's Walk, Bendigo  <b>TENURE:</b> Permanent	<b>CLASSIFICATION LEVEL:</b> In accordance with the St Luke's Anglicare Collective Agreement 2008 (inclusive of above award rates). Administration Officer 3 (AO3) Year 1 - 3 \$52,603 – \$54,665 per annum (pro rata) Attractive salary packaging and tax benefits are offered with this position. St Luke's also offers an above award additional one week of leave per annum.
<b>TIME FRACTION:</b> 0.6 EFT (22.8 hours per week)	<b>REPORTING TO:</b> Deputy Chief Executive Officer (CEO)
<b>SERVICE AREA:</b> OFFICE OF THE CEO	<b>PROGRAM:</b> BUSINESS DEVELOPMENT - MARKETING

<b>PURPOSE OF THE POSITION</b>
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The primary purpose of the Marketing and Communications Coordinator is to promote and strengthen the profile and image of St Luke's within the community and to drive strategic fundraising, community partnerships and marketing & communications opportunities for the organisation.

Reporting to the Deputy Chief Executive Officer, this dynamic and varied role supports all aspects of the St Luke's Marketing, Communications and Fundraising strategy.

<b>KEY RESPONSIBILITIES AND TASKS</b>
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- Coordinate the development, implementation and ongoing evaluation of the marketing and communication plans, including budget management
- Coordinate the development, implementation, evaluation and coordination of a range of marketing strategies including promotional material, internal/external communications, media relations, advertising campaigns, newsletters, brand, fundraising activities, staff communications etc using a mix of different mediums including media (newspapers, television, radio), website and intranet, forums, direct mail etc
- Act as an ambassador for the organisation at events, fundraisers, meetings, conferences and forums to promote and enhance the image and profile of the organisation
- Consult, liaise and negotiate with a diverse range of internal and external key stakeholders to build strong networks, alliances and connections that will assist and support the continual growth of the organisation through its governance, financial viability and organisational capacity to deliver a wide range of community programs
- Assist Business Development team members in the development of relevant marketing and fundraising material and activities.

## ACCOUNTABILITY AND AUTHORITY (inc. key stakeholders)

The Fundraising and Events Coordinator works with is accountable to the Deputy CEO for all aspects of fundraising by the Agency.

Key stakeholders include:

**Internal Contacts:** Chief Executive Officer and Deputy CEO  
Senior Management Team  
St Luke's Staff

**External Contacts:** Community Service organisations  
Members of the business community  
General Public

This position is responsible for undertaking daily duties with best practice approach, complying with relevant legislation and reporting any known breaches to the line manager. The person fulfilling this role should understand the nature of risk, such as OH&S and client risks, and the importance of complying with service standards and ensuring a service of the highest possible quality.

## KEY SELECTION CRITERIA

### PLEASE ADDRESS THESE IN YOUR APPLICATION

#### Essential:

1. Strong experience in marketing and communications with a fundamental understanding of web, intranet, internal communication, events, print, branding, direct mail campaigns and social media
2. Adept at developing and executing marketing and communication plans
3. Highly developed oral and written communication skills
4. Demonstrated ability to cultivate, manage and sustain productive work relationships with a diverse range of partners, including community, businesses, government and large corporate companies
5. Ability to develop and monitor budgets
6. Self starter with strong influencing skills and a can-do approach
7. Ability to work both independently and within a team environment
8. Well developed time management, project and event management skills. Ability to manage competing priorities and work to tight deadlines
9. Creative and innovative thinker
10. Current Victorian drivers licence

#### Desirable

1. Public Relations/Media experience

## QUALIFICATIONS AND EXPERIENCE

- Solid experience in a Marketing and Communications role
- Relevant tertiary qualification in Marketing and/or Communications

## INHERENT REQUIREMENTS OF THE POSITION

1. Appointment to this position will be subject to a police check and Working with Children Check (if applicable)

2. Resilience to work with and support clients who have been exposed to trauma, violence or neglect
3. A commitment to and understanding of, the principles and practice of cultural competence
4. Participation in the supervision process
5. A basic working knowledge of computers and Microsoft office programs
6. A good understanding of the core values of the organisation and an understanding of the need for discretion and confidentiality
7. Use of a computer with screen is required
8. Use of a mobile phone and company car on occasions
9. The position requires sitting for prolonged periods of time, working on computer
10. Some domestic travel may be required on occasions
11. Some out of hours and weekend work may be required at times

## **PERSONAL VALUES**

All employees must commit to and respect the values of St Lukes – Respect, Hope, Fairness Quality, Commitment, Community and Openness, uphold confidentiality, be trustworthy, and adhere to St Luke's Code of Conduct Policy. All employees need to have a belief in and understanding of the principles of strengths based practice (refer to St Luke's Employment Information Guide for further information).

## **PERFORMANCE REVIEW**

There is a 6-month probationary period with negotiated expectations for all positions within St Luke's. A performance review is conducted annually with all staff.

## **PROFESSIONAL DEVELOPMENT**

All employees are provided with the opportunity to attend, and expected to attend, agreed training courses as identified through self evaluation, discussion with position supervisor, annual reviews or other appropriate methods.

## **DOCUMENTATION**

All employees must complete and maintain all documentation in accordance with organisational policies and procedures, and relevant quality standard requirements to contribute to continuous improvement in the agency.

It is an expectation that all employee's familiarise themselves with, and abide by all organisational policies and procedures, which may change from time to time.

## **OCCUPATIONAL HEALTH & SAFETY**

As an employee of St Luke's you are required to take reasonable care of your own health and safety, and the health and safety of anyone else who may be affected by your acts or omissions at the workplace. All employees must co-operate with management, the OH&S Officer and OH&S Reps with respect to action taken to comply with OH&S requirements. All employees are responsible for contributing to the OH&S management system by the active identification and reporting of hazards and environmental risks.

**To submit your application please click on the following email address**  
[HR@stlukes.org.au](mailto:HR@stlukes.org.au)

**APPROVAL OF POSITION DESCRIPTION**

To be signed by line manager

**Manager**

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Next Up Manager**

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**ACCEPTANCE OF POSITION DESCRIPTION REQUIREMENTS**

To be signed upon appointment

**Employee**

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_