

eQuality Support - Position description

POSITION TITLE:	Marketing and Communications Officer
CLASSIFICATION:	Full-time
REPORTS TO:	Marketing and Communications Manager
KEY RELATIONSHIPS:	Marketing and Communications Manager, internal and external stakeholders, Support Office Staff
EFFECTIVE DATE:	May 2024
APPROVED BY:	Managing Director, eQuality Support

Values



Act with integrity

Our disability services are built on honesty and strong moral principles. We prioritize mutually respectful relationships between employees and clients based on experience and trust.



Treat everyone equally

We treat everyone fairly and with respect as part of our commitment to equality. We recognize that some groups and individuals have specific needs, and we are fully committed to supporting them to live their chosen life.



Make a difference every day

We form strong client relationships to overcome barriers and develop courage to enjoy and embrace life. Our focus is on finding positive ways to make a difference every single day.



Passion

Passion is at the heart of our company and inspires us in everything we do. It's the difference our team brings to work every day.

Position Purpose

The Marketing and Communications Officer will assist with the development and delivery of strategic Marketing Communications plans to recruit Disability Support Workers and build brand awareness and affinity in regional Victoria. The marketing plan will be implemented across a variety of channels targeting regional Victoria with key business metrics.

Key Responsibilities:

Marketing and Communications Planning & Execution

- Execute marketing campaigns, aligning plans with other areas of business.
- Partner & collaborate with key internal stakeholders to achieve the overarching business objectives.
- Partner with Digital & Social Media agencies to build online audiences (LinkedIn, Facebook, YouTube, websites, newsletters).
- Develop and obtain new marketing partnerships.
- Present marketing and communications plans both internally and externally as required.
- Prepare media and PR briefs in accordance with the agreed budgets.
- Track expenditure in accordance with set budgets.

Digital Marketing and Communications Management

- Manage website updates, including creating relevant and timely content and managing external agency.
- Manage the internal monthly newsletter including providing insights performance report.
- Oversee & manage social media accounts, create online content, and manage digital advertising campaigns.
- Produce high-quality copywriting across a variety of platforms.
- Experience producing a range of print, video, and visual content for marketing and promotional purposes.

Market Research

- Conduct market research both internally and externally across the business as required.
- Analyse market trends, audience behaviour and competitors to identify opportunities.
- Maintain a comprehensive understanding of the disability market and environment to inform and develop marketing and comms strategies.

Internal Communication Management

- Manage with Marketing and Comms team internal brand relaunch, including roll out of new brand & style guidelines.
- Work with multiple business units to ensure effective internal comms are implemented.

Business Relationships

- Develop strong relationships with all Office Support Staff
- Maintain strong relationship with external, agencies and encourage creative output.
- Participate in general staff meetings, team meetings and organisational development activities such as strategic planning and policy development.

Experience and Qualifications:

- **5+ years** of Marketing and Communications experience
- **Communications & PR experience** (highly desired) Strong written and verbal communication skills across various channels.
- **Planning and Campaign management** with the ability to multitask.
- **Creativity:** Able to come up with innovative ideas for campaigns and create accessible and relatable content for people with disability.
- **Analytical skills** audience insight to leverage into thinking and planning.
- **Team player** who thrives in a collaborative environment with a flexible approach.
- **Tertiary qualification** in Communications, Marketing, or related field.
- **Digital experience** with social media, online platforms, and website content management systems.

NOTE: Statements included in this position description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all inclusive.