



The Position:

Responsible for Focal brand development and recognition throughout South East Queensland, the Marketing Officer is the go-to-person at Focal for all matters involving communication. The position supports the whole organisation by providing a broad range of generic marketing services. In particular, the marketing Officer oversees online communication through social media platforms as well as Focal’s website. Directly reporting to the Chief Executive Officer (CEO), the position is critical as an internal link between management and employees and externally between focal and the community.

A strong practitioner with industry experience and good understanding of contemporary Marketing practices, the Marketing Officer shapes all of Focal’s messages. Acting as an internal consultant, the right candidate must be flexible and nimble with good time management, capable of addressing a broad range of matters and to think both operationally and strategically.

This position is full time (76 hours per fortnight), located at Focal premises in Ipswich (at least for the first three months) and may involve work at other Focal sites. Options for flexible working arrangements and or different geographic work location might be discussed with the right candidate.

Conditions of Employment:

- Appointment will be in accordance with Level 3 to 4 of the *Social, Community, Home Care and Disability Services Industry Award 2010* (SCHADS Award) depending on experience;
- There is a 6-month probationary period;
- Focal is an equal opportunity employer;
- Focal also offers attractive Salary Sacrificing benefits.

Personal Attributes:

The HR Officer demonstrates the following attributes:

Decisive thinker – able to analyse information quickly and use it to articulate robust decision making.

Skilled influencer – able to gain commitment from diverse stakeholders in order to benefit the organisation.

Personally credible – expert in Marketing and takes a professional approach to working with a broad range of individuals.

Collaborative – demonstrated skills in building and maintaining effective relationships with internal and external stakeholders.

Driven to deliver – focused on delivering best possible results for the organisation and show determination, resourcefulness and a sense of purpose.

Courage to challenge – has the courage and confidence to speak up and will challenge others even when met with resistance or unfamiliar circumstances.

Curious – an inquisitive, open-minded attitude, willing to seek out new ways to support the development of the organisation.

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| Version Control | Current | Previous | Prior | Initial |
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The work:

1. Work collaboratively with the CEO to design marketing strategies which achieve organisational outcomes;
2. Implement and deliver marketing strategies to reach identified outcomes;
3. Developed and deliver campaigns based on local demographics to assist the organisation to meet its targets;
4. Work collaboratively with the CEO and Management Team to conduct assessments and gather market intelligence on competitor analysis and market trends;
5. Provide strategic communication support to the CEO and Management Team including preparation of social media content, newsletter stories, invitations, internal communications and web updates relevant to the event portfolio;
6. Build and maintain a rapport with external stakeholders including State and Local Government officials, community groups and individuals to represent the organisation and evolve links with other services;
7. Identify, develop proposals and execute event and sponsorship activities to meet strategic objectives based upon existing and potential targets;
8. Take responsibility for all internal and external communication under the supervision of the CEO;
9. Manage and develop social marketing while taking ownership for Focal social media and web platforms. In particular, drive client engagement through Facebook and the Focal website;
10. Ensure that the relationship between the organisation and staff is managed within a clear and appropriate framework;
11. Follow all Focal's policies as well as Focal's Delegation Matrix.

General:

1. Actively contribute to the implementation and continuous improvements of Focal's Quality System;
2. Maintain a very strong knowledge and lead the application of and compliance with:
 - a. Policies and Procedures of Focal;
 - b. Confidentiality and adherence the Privacy Principles;
 - c. Current Legislation related to the management of information.
3. Provide coaching and mentoring to Managers and Leaders;
4. Bring all matters which may require action or policy direction to the CEO;
5. Develop and monitor information policies;
6. Maintain personal knowledge of contemporary Marketing Practices.

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Essential Criteria for the position

1. Marketing Qualifications;
2. Experience working in a similar role;
3. Strong understanding and experience of digital marketing in particular social marketing and contemporary social media platforms;
4. Strong understanding and successful experience using Search Engine Optimisation and other digital options to develop brand awareness;
5. Advance user of WordPress and associated plug-ins;
6. Good knowledge and experience of Google AdWords and Facebook marketing platforms;
7. Highly developed written and verbal communication skills;
8. Demonstrated experience in generating word of mouth marketing, client acquisition and overall brand development;
9. Demonstrated experience meeting relevant Legislation including upholding privacy and confidentiality within the workplace;
10. Current Positive Notice – Working with Children Screening Check (Blue Card) and Disability Services Positive Notice Card (Yellow Card) or willingness to obtain prior to commencement;
11. Current driver's license;
12. Current National Police Certificate.

Desirable criteria

1. Tertiary qualification;
2. Experience working with the community and people with disabilities from diverse cultures and backgrounds;
3. Understanding of the National Disability Insurance Scheme (NDIS) and Consumer Directed Care (CDC).

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