

## Carers WA Position Pack

Dear Prospective Applicant

Thank you for your interest in the position of **Marketing and Engagement Team Leader**, with Carers WA. This is a full-time position which is subject to ongoing funding. The position attracts a salary package between \$80,000 - \$85,000 p.a., plus super and salary packaging, 5 weeks annual leave and two wellness days per annum. Package dependent upon qualifications and experience.

Please find attached the Job Description for the position.

### About Carers WA

Carers WA is the peak body representing the needs and interests of carers in Western Australia and is part of a national network of Carers Associations providing a range of support services, supporting Carers across Western Australia. Carers provide unpaid care and support to family members and friends who have disability, mental illness, a chronic condition, terminal illness, an alcohol or other drug issue or who are frail aged.

### Carers WA will support and provide you with:

- Training and development opportunities, pertinent to your role
- Role security and work/life balance
- Career progression opportunities
- A competitive salary, including salary packaging and added leave
- A friendly, supportive and collaborative workplace environment

### Position Description

The Marketing and Engagement Team Leader plays a key role in the delivery of marketing, communications, brand and engagement strategies and initiatives with an aim to increase awareness, participation and outcomes for the organisation.

Reporting to the Head of Marketing and Systems Development, the Marketing and Engagement Team Leader is responsible for the coordination and implementation of a range of high-quality outputs including multi-channel marketing campaigns, collateral development and management, stakeholder engagement, grant/funding applications, and event management.

Additionally, this position will work in collaboration with marketing and engagement team members, providing consultation, guidance and support, as well as assisting the Head of Marketing and Systems Development with department operations and performance.

### Selection Criteria

Essential	Tertiary qualifications in marketing, public relations, communications or related field
	Minimum 5 years' experience in a similar role, preferably within the not-for-profit sector
	Experience in providing leadership, guidance and support to a small team with diverse skills and responsibilities
	Experience in developing, implementing and monitoring effective marketing initiatives/campaigns (both traditional and digital)
	Experience in a wide variety of social media platforms; including managing content, daily monitoring/mediation, and end to end management of social media campaigns
	Intermediate to advanced proficiency in Adobe Creative Cloud graphic design software, in particular InDesign, Photoshop, and Illustrator (Premiere Pro/Rush highly advantageous)
	Advanced general computer literacy including the use of Microsoft Office
	Excellent interpersonal, verbal and written communication skills with the ability to work and interact with a wide range of people
	Excellent organisational skills
	Strong attention to detail
	Ability to work on several projects simultaneously to tight deadlines and prioritise workload
	Ability to work in a team environment with a flexible approach, as well as being able to work independently with minimal supervision
	Current C class drivers licence
	National Police Clearance issued within the last three months (or ability to obtain).

Please note: Only shortlisted applicants will be contacted for an interview.

Applications must include a covering letter addressing the selection criteria, Curriculum Vitae and contact details of two professional referees. Applications can be submitted online via [www.seek.com.au](http://www.seek.com.au).

Carers WA reserve the right to begin the recruitment process and withdraw the position prior to the close date/time.

Applications close at midday on Friday, 16<sup>th</sup> July 2021.

**Carers WA supports a zero harm workplace culture to all internal and external stakeholders.**

**Carers WA strives for diversity, inclusion and equality of our community. We seek a workforce that is representative of the communities we work in. We encourage people of all cultures, gender, age, sexual orientation or abilities to apply.**

**To learn more about working with Carers WA, we encourage you to visit our website.**

## Position Description

<b>Position:</b>	Marketing and Engagement Team Leader
<b>Reporting to:</b>	Head of Marketing and Systems Development
<b>Hours of work:</b>	Full-time, 75 hours per week, Monday – Friday. Weekend and outside of business hours work will be required on occasion.

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### Duties and Responsibilities:

<b>Team Support and Department Oversight</b>	Work with the marketing and engagement team and Head of Marketing and Systems Development to ensure effective and ongoing communication and collaboration between team members and wider Carers WA team
	Provide consultation, guidance and support to team members and assist in the development of the marketing and engagement team to ensure strategic objectives are met
	Identify gaps in department performance and provide recommendations to maximise efficiency
	Provide expert marketing and engagement advice, support and consultation to organisation as required
	Work closely with Carers WA programs to ensure compliance with marketing and engagement policies and procedures
	Cultivate an integrated approach to communications, marketing and stakeholder management/engagement
	Actively promote a culture that values a high level of service to stakeholders

	Assist in the development and implementation of policies and procedures as they relate to area of responsibility
	Act as 2IC as directed by line manager
	Manage special projects as directed by line manager

Marketing and Communications	Develop, coordinate and implement marketing and communications strategies across multiple platforms, in collaboration with the Head of Marketing and Systems Development and wider team
	Coordinate the planning and implementation of traditional and digital media campaigns, including liaising effectively with external agencies to facilitate successful campaigns within budget and timeframe constraints
	Coordinate production of Carers WA promotional materials to support corporate and program areas
	Manage the maintenance of Carers WA, program and external communication and promotional materials
	Assist in the further development and maintenance of Carers WA's corporate identity
	Ensure all communications and marketing materials adhere to Carers WA brand guidelines and standards
	Ensure consistent use of Carers WA brand by internal and external stakeholders
	Manage and monitor social media content and engagement in collaboration with wider team
	Ensure marketing data is captured, analysed and utilised to optimise campaigns and inform strategies
	Produce qualitative and quantitative reports regarding marketing and engagement activities for Executive Team and Board review
	Manage media interest, media responses, interviews and press conferences, in collaboration with Communications Officer
	Produce and facilitate articles about carers and caring matters for internal and external use
	Coordinate the implementation of National Carers Week events, advertising, media, and associated activities, including securing funding via grants and sponsorships
	Coordinate grant/funding applications for marketing and engagement campaigns as directed by line manager
	Assist in the implementation of national and state campaigns as directed by line manager

	Assist in the implementation of marketing related events as directed by line manager
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Engagement and Stakeholder Liaison	In collaboration with engagement team members, support the implementation of a range of engagement activities to encourage participation in Carers WA services and programs
	Ensure stakeholder queries are responded to in a timely and appropriate manner
	Work with the team to develop innovative engagement strategies suitable for a variety of stakeholder groups and audiences
	Ensure engagement activities and strategies are tailored appropriately for diverse communities such as LGBTI+, Aboriginal and Torres strait Islander people, and multicultural groups
	Support the team in the development of partnerships including (but not limited to) contributing to partnership agreements, Memorandums of Understanding, and statements of intent
	Represent the organisation at external forums, expos and events as directed by line manager
	Represent the organisation in discussions with key external stakeholders; presenting clear and consistent messages
	Ensure the accurate recording of activity data for analysis and reporting requirements
	Support the team in critical analysis and feedback of activities to measure effectiveness
	Provide advice and guidance in the development of communication products to support and encourage community participation in organisation services

Teamwork and Administration	Use communication skills to effectively meet the needs of clients and colleagues
	Maintain appropriate records and statistics
	Provide reports on activities as required
	Participate in staff meetings, strategic planning, development of innovative practices and staff development activities
	Promote the values, aims and projects of Carers WA
	Comply with Carers WA Policies and Procedures Manual and Code of Behaviour
	Support volunteers and casual staff working in the department

	Assist other programs and undertake other duties as required from time to time, as directed by the Head of Marketing and Systems Development
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