

SD - Position Description – Content Creator & Digital Marketer

Position Title:	Content Creator & Digital Marketer
Salary Range:	year + Superannuation
Work Location:	Drouin / Morwell
Employment Conditions:	Part-Time 22.8hrs per week
Award Classification:	Social, Community, Home Care and Disability Services Industry Award 2010 <i>Headway Gippsland proudly pay above Award conditions</i>
Tenure:	Up to 12 months, potential permanency
Position Reports To:	General Manager
Position Reference:	Headway Senior Level Admin

About Headway Gippsland

Headway Gippsland Inc. is a not-for-profit organisation based in Gippsland, Victoria. It has been providing services to people with acquired brain injuries since 1981.

The provision of disability services is undergoing major reform, and to ensure that Headway Gippsland Inc. can continue to be a leading provider, we provide services to persons with disabilities of all ages. With offices based in Morwell, Drouin, and Newborough, we have staff operating across the region. Headway is registered with the Australian Charities and Not-for-profits Commission.

Our Workplace

Our mission is to provide exceptional services to individuals with acquired brain injury (ABI) and other disabilities and their careers so that they can participate in all aspects of community life. Ours is a vision of a society that is inclusive of all.

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Our people are our priority and our proudest strength as an organisation. With low turnover and above-average conditions, we hold ourselves accountable for attracting, retaining, and recognising great people to ensure a high standard of service for our participants.

In 2021, we launched our performance development program, enabling us to build our training, career pathways, and individual development goals. This is an exciting progression for our business and a testament to our commitment to our staff, our clients and our overarching services to the community

About the role: Content Creator & Digital Marketer

As a leader in our administration team, the Content Creator & Digital Marketer is responsible for strengthening the Headway brand through various media opportunities, platforms and communications. They provide direct support to the General Manager in a wide range of administration and broad range of communications functions. This role is not only extensively experienced, they are also held to the highest standards of professionalism and accountability - for themselves, our processes and in representing our business.

The Content Creator and Digital Marketer will be responsible for the business's strategic and operational communications activities, from our website to media relations, media stories and social media management, document and template generation, brand development and paraphernalia, and community engagement.

The Content Creator & Digital Marketer will model appropriate behaviours in accordance with our policies, procedures and standards of best practice service. This role is held to a high degree of trust and autonomy at Headway Gippsland, at times in sensitive and critical circumstances. The person's ability to find and develop new ways for people to tell their stories is an important part of strengthening the visibility of our business, our people and our participants.

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KEY RESPONSIBILITIES

This role operates with high autonomy and trust within our business and directly reports to the General Manager.

Website development and management,

- Maintenance and optimisation through regular updates and contributions such as real-time content, blogs and editorial content
- Social Media management and administration
- Correspondence with media outlets both proactively and reactively, to ensure Headway's professional and positive representation on all matters, including community representation

Brand

- Style guide development and adherence
- Build and strengthen the Headway Gippsland brand through brochures and flyers
- Advertising as required

Administration / Coordination

- Develop a communications and marketing plan
- Develop documentation and templates for the organisation and specific to this role
- Perform general and broad administration tasks, i.e., creating and sending correspondence via letter and email, and all associated record-keeping and file management
- Ability to work autonomously within a small team, appreciate differences and build collaborative relationships supporting marketing and communications activities.
- Demonstration of organisational and time management skills and the ability to prioritise tasks and timeframes

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Consultation

- Liaise with various internal and external stakeholders
- Guide and advise the Executive team on all communications and related marketing activities
- Seek out opportunities for Headway Gippsland Inc. to be involved in media events in the wider community

Client contact

- Effectively manage face-to-face and telephone participant contact and relay accurate content, escalating priority/urgent items to Management and CEO
- Demonstrate an appropriate level of verbal and written communication skills to assist board members, stakeholders and participants and provide a high level of quality service to all customers of this role
- Administer all professional correspondence with our stakeholders in a time-efficient and organised manner in the timelines committed

Confidentiality and Data Management

- Demonstrate awareness and understanding of administrative standards as well as applicable policies and procedures, including references to the NDIS, confidentiality and participant's rights
- Manage and update our staff and board portal as required
- Manage and update our staff induction and training within the website

Policies, Procedures and Systems

- Adhere to, and comply with Headway organisational policies, processes and procedures, using appropriate systems where required.
- Model the organisation's values and play a role in raising the profile of these values and associated behaviours, including a positive contribution to workplace harmony and displaying cooperative team behaviour.

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Continuous Improvement

- Demonstrate commitment to the objectives of the team, centre and organisation and show considerable drive and effort in achieving work and organisational goals.

Other

- Perform additional duties from time to time, as required by management or as stipulated in individual performance development plan

Reporting

Line Manager:	General Manager
Manages:	Nil
Key internal liaison	All staff, management and volunteers, Board of Directors
Key Stakeholders:	Stakeholders, community, media, suppliers, funders and participants
Note:	Reporting arrangements may change from time to time, depending on business requirements.

KEY PERFORMANCE INDICATORS (KPI'S)

- Development of and adherence to Marketing and Communications strategy and budget as endorsed by the Board of Management and CEO
- Development of and continuous management of the Headway Gippsland Inc. media profile, including website, social media, correspondence and media response, paraphernalia and advertisement
- Engagement with Headway Gippsland Inc. stakeholders and the effective relay of Headway stories from the perspective of our participants, staff and volunteers
- Active engagement with wider community and media events for Headway Gippsland Inc.

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- High-quality communications, branding and marketing materials, with a high degree of accuracy and professionalism at all time

KEY SELECTION CRITERIA (KSC) – Please address within your application for this opportunity

- Previous experience in the capacity of Marketing and Communications Officer or representative (preferably in the NDIS environment)
- Tertiary Qualification in Marketing, Communications or Journalism
- Demonstrated capacity to work with a wide range of individuals across an organisation and community
- Demonstrated ability to find and develop new ways of ‘telling peoples’ stories to promote the services and strengths of an organisation
- Advanced user of the Microsoft Office suite, Articulate Rise 360, and Canva and quickly pick up new programs and business systems.

Compliance Requirements for Employment Eligibility

- Applicants must be Australian Citizen or Permanent Resident or hold a valid work permit or visa
- Applicants will be subject to a probation period of six months
- All new appointments will be subject to a NDIS Worker Screening Check
- Driver’s License
- Working with Children Check
- Two professional reference checks,

How to Apply

- Applications not addressing the Key Selection Criteria may not be considered.
- Agency applications will be not be considered

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Name	
Position	
Signature	
Date	

Incumbent Statement

I have read and understood the above position description.

Name

Date

Signature

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