



Jubilee Community Care Inc

87 Central Avenue Indooroopilly • PO Box 1052 Indooroopilly Qld 4068

POSITION DESCRIPTION

Marketing Coordinator

Salary range:	Negotiable
Additional benefits:	Superannuation at 12% and salary sacrifice
Employment status:	Permanent up to full time
Reports to:	Executive Manager
Direct reports:	Nil
Internal relationships:	Deputy Executive Manager, Coordinators, Activities Officer, Care Worker Trainer, Financial Administrator, Financial Administrator Assistant, Scheduling Coordinator, Roster/Receptionist, Care Workers, Clients/representatives and Management Committee.
External relationships:	General public, community organisations, referral agencies, government departments, media outlets, relevant business partners, and statutory bodies

Purpose

To support the Executive Manager in raising the visibility of Jubilee Community Care by carrying out effective marketing and communications in order to attract new clients and promote the profile of Jubilee Community Care to external audiences.

Promote JCC values, vision, mission and goals.

Develop and lead marketing activities that support the JCC marketing, strategic and business plans.

Duties

These cover the position's main functions: marketing and communication, publicity material and market analysis, and workplace health and safety.

Updated August 2015



ABN 68 420 231 327

Jubilee Community Care Inc

87 Central Avenue Indooroopilly • PO Box 1052 Indooroopilly Qld 4068

Duties

These cover the position's main functions: marketing and communication, publicity material, fundraising, volunteers and workplace health and safety.

<p>Marketing and Communications</p>	<ul style="list-style-type: none"> • Lead the organisations strategic marketing plan/s, based on regular evaluation of marketing activities, market intelligence, analysis of referrals and other strategic information available. • Develop and produce a bi-monthly newsletter for the organisation • Develop and implement a social media strategy • Maintain and update the organisations website as required • Develop and implement an evaluation methodology for all marketing and communication activities • Develop and implement an operational plan on a six-monthly basis, including a financial plan which covers all aspects of marketing budget including advertising and publicity • Lead and manage the Marketing Sub-committee • Creating and developing new ways to communicate the message of Jubilee Community Care • Represent and promote Jubilee Community Care at exhibitions, events, displays and speaking opportunities providing market analysis post event. • Organise promotional opportunities for the organisation such as displays and speaking events. • Proactively search out information for PR and media purposes. Generate regular press releases. Liaise with and provide information to the media • Coordinate a range of organisational events including Jubilee Community Cares annual staff Christmas meal and award ceremony and other events as required • Develop strategic partnerships with relevant stakeholders such as aged care peak bodies, shopping centre managers, politicians, media representatives, advertising outlets, businesses and community groups in our catchment. • Liaise with staff and care recipients to request and collate information for in-house publications
<p>Publicity Material</p>	<ul style="list-style-type: none"> • Write and produce marketing material (brochures, posters, service and staff user handbooks etc), liaising with the relevant staff to update content as necessary; sourcing care recipient testimonials and liaising with external designers for all production issues. • Manage the stock of all marketing collateral i.e. brochures,



Jubilee Community Care Inc

87 Central Avenue Indooroopilly • PO Box 1052 Indooroopilly Qld 4068

	<p>posters, service and staff user handbooks etc.</p> <ul style="list-style-type: none"> • Organise distribution of publicity materials to relevant outlets such as doctors' surgeries, libraries, schools, retirement villages and other community and business venues.
Fundraising	<ul style="list-style-type: none"> • Lead and manage a strategy for the organisation around bequests and donations • Prepare funding submissions for activities and projects additional to the care work of the organisation • Seek sponsorship from local businesses for specific events or ongoing support.
Workplace health and safety (WHS)	<ul style="list-style-type: none"> • Comply with Jubilee Community Care WHS policies and procedures and ensure safety in the workplace is upheld • Take steps to minimise risks, and report potential hazards, accidents and incidents to the Executive Manager as soon as possible

Other requirements

All staff are:

- expected to be aware of, and embrace, the organisation's values, vision, mission and goals.
- required to become familiar with, and abide by, the organisation's Code of Conduct.
- required to attend staff meetings and participate in ongoing training and development.

Selection Criteria

Essential

- An Australian Criminal History Check or the ability to obtain one.
- Current open Qld driving licence

Key selection criteria

1. Tertiary Marketing qualifications and relevant work experience in a marketing role.
2. Demonstrated experience in planning and implementing promotional and communication events.
3. Proven experience in the writing and production of marketing and communication materials; press releases, brochures, newsletters etc.
4. Highly developed project planning and management skills with the ability to multi task and lead projects to completion.
5. Demonstrated high level skills in the analysis, interpretation and reporting of research data and findings.
6. Highly developed oral, written communication and interpersonal skills with the ability to represent the organisation in a range of contexts and forums.