

COMMUNICATIONS AND MARKETING COORDINATOR POSITION DESCRIPTION

CLASSIFICATION	Award Free
SERVICE AREA	Branding & Customer Experience

1. POSITION PURPOSE

The Communications and Marketing Coordinator is responsible for the coordination of ongoing branding and marketing initiatives and events. As part of the Branding and Customer Experience team, you are responsible for coordinating several functions, including content development, producing print and other communications materials, web and social media updates and event management.

2. POSITION RESPONSIBILITIES

- Coordinate the production of on-going communications and marketing initiatives including Orana's quarterly e-newsletter, brochures, presentations, promotional material, advertisements, media releases and e-communications products.
- Write creative copy for a wide variety of audiences across all platforms, including (but not limited to) social media channels and digital advertising.
- Assist with the management of external suppliers during marketing material production (advertising agencies, digital agencies, designers, printers).
- Manage Orana's website, social media presence, including overseeing and coordinating content contributions by other Orana staff.
- Actively seek out media opportunities aligned with Orana's strategy.
- Plan, coordinate and execute corporate events and expos including booking venues, catering, manage invitation lists, staffing and preparing supporting materials.
- General administration including maintenance of seasonal Marketing/Communications Calendar.
- Recruit and on-board graphic design volunteers to be part of the team.
- Supervise graphic design volunteers and manage their workflow.

3. REQUIREMENTS OF THE POSITION

3.1 Qualifications, Skills and Experience

- A qualification in Communications or Marketing with a minimum five years' experience.
- Excellent creative copywriting skills.
- Strong attention to detail is essential.
- Exceptional written and verbal communication skills.
- Experience working in a similar role with industry experience preferred.
- Proven experience handling multiple activities and priorities simultaneously with strong organisational and time management skills.
- Ability to work cooperatively as part of a small team whilst managing own workload.
- High level organisational skills, including the ability to meet tight deadlines and be able to work across a range of diverse projects concurrently.
- High level of self-direction and initiative.
- Skills in Adobe Creative Suite a distinct advantage.
- Experience with Adobe Suite, MailChimp, WordPress, TryBooking and Hootsuite.

3.2 Employment Screenings and Professional Memberships

- NDIS Worker Check to be renewed every five years.
- National Police Certificate to be renewed every three years.

3.3 Special Conditions and Requirements

- Occasional out of hours work will be required in addition to intrastate travel with overnight stay.
- Orana may require you to carry out other duties as directed that are commensurate with the skills and competencies of the classification level.
- Driver's licence is essential and willingness if needed to use own vehicle for Orana business

4. REPORTING RELATIONSHIPS

Reports to the Manager Branding and Customer Experience and supports team members.

5. AUTHORITY AND ACCOUNTABILITY

Authority to work within the scope of the position description within a team environment.

6. WORKPLACE HEALTH, SAFETY AND WELFARE

The incumbent must take reasonable care to protect their own health and safety, and the health and safety of others who may be affected by your actions or omissions at work.

In particular, the incumbent must:

- Comply with statutory and organisational requirements, procedures and rules introduced to protect the health and safety of people at the workplace including the public
- Use equipment provided to protect health and safety
- Follow reasonable instructions given on health and safety
- Ensure they are not affected by alcohol or another drug so as to endanger themselves or others
- Report accidents injuries, property damage and health and safety incidents
- Participate in activities associated with the management of workplace health and safety

7. PERFORMANCE STANDARDS

The performance of the incumbent will be measured annually by:

- Achievement is in accordance with Orana's Strategic and Operational Business Plans, and the incumbent's Performance Agreement and Review Plan.
- The extent to which position responsibilities are achieved.
- The degree of professionalism, flexibility displayed.
- Reliability, quality, efficiency, and courteousness of services delivered.
- Effective teamwork and contribution to the achievement of team goals.

Duties and responsibilities for this position should not be considered definitive. Duties may be added, deleted or modified, in consultation with staff, as necessary. Position Descriptions and staff performance will be reviewed regularly.

In signing this document, I confirm that I have read, understood and acknowledge the Position Description for this position and agree to operate within its bounds.

PRESENT INCUMBENT :
PRESENT INCUMBENT SIGNATURE :
DATE OF APPOINTMENT :
VERSION NO : **4**
DATE ISSUED : **October 2021**
EXECUTIVE MANAGER APPROVAL : **Vicki Cotis**
CEO APPROVAL : **Nicholas Mihalaras**

Purpose

Orana provides people with disability the opportunity to live and work within their local community, fulfil their dreams and become valued and productive community members.

Vision

Contributing to a socially inclusive community.

Mission

Creating responsive and sustainable partnerships that empower our clients within the community.