

# Position Description



<b>POSITION TITLE</b>		BHC Marketing and Communications Officer			
<b>REFERENCE/POSITION NUMBER</b>		BHC0032			
<b>DEPARTMENT</b>		Blue Haven			
<b>ACCOUNTABLE TO</b>		Manager Community Programs			
<b>SUPERVISOR</b>		Manager Community Programs			
<b>DIRECTLY SUPERVISES</b>		None			
<b>INDIRECTLY SUPERVISES</b>		None			
<b>VOLUNTEERS SUPERVISED</b>		None			
<b>GRADE</b>	10/12	<b>STATUS</b>	Permanent	<b>TYPE</b>	Part time
<b>HOURS</b>	28	<b>LOCATION</b>		Community Centre	
<b>MOBILE PHONE</b>	Yes	<b>LAPTOP</b>		Yes	
<b>VEHICLE</b>		No vehicle			
<b>LAST UPDATED</b>		28/06/2018			



### RESPECT

We treat others as we expect to be treated - in a fair and professional manner.



### INNOVATION

We champion change in order to provide superior services to our community.



### INTEGRITY

We are open, honest and ethical in our behaviours - at all times.



### TEAMWORK

We are one team - working together with trust and commitment to achieve shared goals.



### EXCELLENCE

We aspire to be the best - in everything we do.

**ONE COUNCIL, ONE TEAM. THE RIITE WAY**

## OBJECTIVES

- Effectively engage with all Blue Haven Care stakeholders and build pathways for better practice community and media engagement and communication.
- Promote Blue Haven Care's brand and reputation consistently and proactively identify new ways to promote Blue Haven Care and deliver key messages.
- Work pro-actively and co-operatively across the organisation to provide effective engagement and communication outcomes.
- Ensure the highest ethical standards are maintained, discretion is exercised, confidentiality is protected and sensitive issues are handled appropriately.
- Promote the image of Blue Haven Care which is consistent with the organisations Purpose, Mission, Values and People Promise.

## SELECTION CRITERIA

### ESSENTIAL

- Tertiary qualifications in a field related to Marketing, Communication, Media or Public Relations.
- Class C Driver's Licence.
- Demonstrated experience working with internal and external stakeholder groups, particularly in provision of best practice communication, engagement and media strategies.
- Demonstrated experience in preparing media releases and media worthy articles for internal and external users.
- Demonstrated ability to contribute to development and implementation of communication strategies, plans and policies.
- Proven research and priority management skills to prepare media and community interest information.
- Highly skilled across all forms of communication including written, verbal and electronic
- Demonstrated ability to manage a high workload, competing deadlines and prioritise tasks/projects and operating within a reactive environment.
- Experience working autonomously and/or collaboratively within a small dynamic team.

### DESIRABLE

- Demonstrated Understanding of Aged Care and Disability Services.
- Broad marketing knowledge including advertising, event and database management.
- Photography and graphic design skills.

## DUTIES

- Update/develop marketing collateral that supports Blue Haven Care programs in an increasingly competitive environment.
- Update/develop advertising for Blue Haven Care as required including media releases, newsletters and website updates to the required standard, using plain English, ensuring brand consistency and that key messages are maximised. Obtain sign off from Manager Community Programs.
- Support the organisation effectively by understanding internal and external customers.
- Contribute to the planning, implementation and evaluation of marketing and communication strategies and plans.
- Ensure that accurate and timely information about Blue Haven Care is properly reported to stakeholders.
- Liaise with Blue Haven Care staff on the design and development of print and online communications materials to maximise impact of key messages to target audience.
- Work with Management to develop case studies and testimonials for marketing purposes.
- Promote Blue Haven Care's online and social media presence, including intranet and internet, webpage and Facebook updates and development.
- Provide support to BHC staff in design and use of social media and website.
- Provide assistance in marketing activities including promotions, advertising and events.
- Attend Blue Haven Care meetings and functions.
- Develop and maintain effective relationships/partnerships with key stakeholders which will involve networking at internal and external events.

## CORPORATE RESPONSIBILITIES

### RESPECT AND DIGNITY

All employees are required to:

- Promote respect for others and fairness and equity, acting in accordance with principles of EEO and Anti-Discrimination
- Demonstrate respect for others and contribute to a positive work environment
- Take appropriate action to prevent bullying, harassment and discrimination of others
- Identify and minimise exposure to risk for self and others

### INTEGRITY

All employees are required to:

- Comply with the Code of Conduct and all relevant legislative requirements, Council plans, protocols, policies and procedures
- Work within budget and time constraints to optimise outcomes while balancing resource requirements
- Apply policies, protocols and guidelines equitably and without personal bias
- Model Council's Values
- Use and protect Council's information, resources, equipment and systems in accordance with relevant protocols, policies and legislation

### INNOVATION

All employees are required to:

- Identify and, in consultation with their supervisor, initiate opportunities for improvements in processes and service and waste minimisation
- Seek to understand and embrace relevant best practice and industry trends relevant to own work area
- Participate in ongoing learning and embrace relevant technology and change

### TEAMWORK

All employees are required to:

- Actively share information, knowledge and skills with others to optimise organisational performance
- Take interest in and provide feedback on corporate initiatives
- Work positively and proactively with others, and to the best of your ability, to deliver organisational outcomes
- Provide support and advice, to others, in own area of expertise

### EXCELLENCE

All employees are required to:

- Meet or exceed functional responsibilities and service level agreements described in position description and operational plans
- Support and use contemporary frameworks designed to optimise systems and processes
- Demonstrate an understanding of the needs of internal and external customers, as relevant to the role, anticipating and meeting their needs with the parameters of Council requirements
- Ensure current competence and relevant accreditation/licencing
- Follow safe and ethical practices to minimise risk to self and others
- Actively participate in relevant training and seek opportunities for ongoing learning as applicable
- Report incidents, illnesses and injuries immediately and take appropriate follow-up action if required

## WORK, HEALTH AND SAFETY AND EQUAL EMPLOYMENT OPPORTUNITY RESPONSIBILITIES

In addition to the overall corporate responsibilities listed above and the statements below, you are required to perform your duties in accordance with this Position Description, Council's Code of Conduct, policies, protocols and procedures.

### Work Health and Safety (WHS)

- Follow safe practices/procedures to perform your duties in a manner, so as not to put yourself or others at risk of harm
- Participate in development of safe work methods and risk assessments with your supervisor when required
- Actively participate in WHS inductions and training when required
- Wear personal protective equipment (PPE) in the prescribed manner and when specified
- Participate in workplace inspections if required
- Take care of any plant or equipment of any kind, including computer and other telecommunication devices
- Participate in emergency preparedness training, including any required knowledge for business continuity plans
- Report all hazards, near misses and damage to Council's property to the responsible Manager

### Certificates of Competency / Licences

- Where required for the position, either by legislation or through Council's policies, protocols and procedures, maintain all certificates, licences, operative training etc for the group, and advise the responsible Manager of any change to these, including vehicle licences.

### Injury Management

- Report all injuries/illnesses to the responsible Manager immediately
- If injured at work, actively cooperate and participate to comply with obligations imposed under injury management and return-to-work plans where applicable

### Risk Management

- Report any potential public liability and professional indemnity exposures in your workplace to the responsible Manager

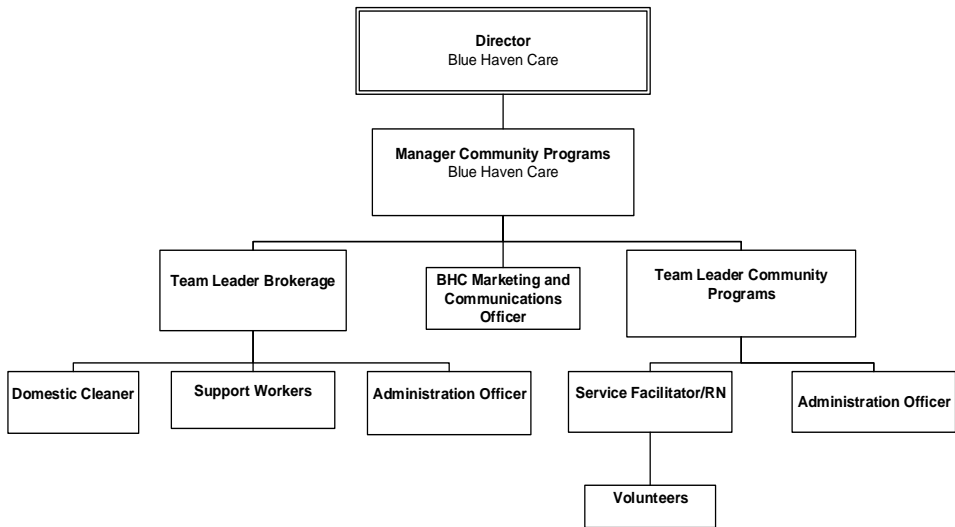
### Equal Employment Opportunity (EEO)

- Work to the best of your ability and provide quality service to customers
- Recognise the skills and talent of other staff members
- Act to prevent bullying, harassment and discrimination against others in your workplace
- Respect differences among your colleagues and customers such as cultural and social diversity
- Treat people fairly - don't discriminate against, bully or harass them
- Work in keeping with the Kiama Municipal Council's EEO management plan and other EEO policies

DELEGATIONS	
<b>FINANCIAL DELEGATION:</b>	Nil
<b>RESPONSIBILITY DELEGATION:</b>	Act in Accordance with Instrument of Delegation
<b>NO OF CONTRACTS MANAGED:</b>	None
<b>ANNUAL VALUE OF CONTRACTS MANAGED:</b>	None
<b>CONTROL AND MANAGEMENT OF EXPENDITURE PER ANNUM:</b>	No responsibility
<b>BUDGET DEVELOPMENT:</b>	Input to budget

CONDITIONS OF EMPLOYMENT		
<b>AWARD/AGREEMENT</b>	Local Government (State) Award	
<b>PROTOCOLS:</b>	Employees are to comply with Council's Code of Conduct and Council protocols at all times.	
<b>PRE-EMPLOYMENT REQUIREMENTS:</b>	<ul style="list-style-type: none"> <li>Physical and mental capability to perform the inherent requirements of the position</li> </ul>	
	<ul style="list-style-type: none"> <li>Proof of ability to legally work in Australia</li> </ul>	
	<ul style="list-style-type: none"> <li>Pre-employment screening to Australian Standards in Employment Screening.</li> </ul>	
	<ul style="list-style-type: none"> <li>Criminal record check</li> </ul>	Yes
	<ul style="list-style-type: none"> <li>Pre-employment medical</li> </ul>	Yes
	<ul style="list-style-type: none"> <li>Working with children check</li> </ul>	No

## REPORTING RELATIONSHIPS



I have read the above position description for my role; I accept the responsibility for achieving the above duties and understand that I am accountable for their achievement.

Employee Signature:

Date: Drop down for date