



Position Description

Marketing Officer

Wesley Marketing
December 2019

Agreement

Signed – Manager

Signed – Employee

Date

Date

Do all the good you can
because every life matters



Marketing Officer

1. Overview of Wesley Mission

Wesley Community Services Limited, a company limited by guarantee pursuant to the Corporations Act 2001, is a Public Benevolent Institution operating as Wesley Mission to deliver services and programs to provide direct relief of poverty, sickness, suffering, distress, adversity, disability, destitution, and helplessness in New South Wales and other parts of Australia as inspired by the work of Jesus Christ in word and deed.

Our vision is to:

“Do all the good you can, by all the means you can, in all the ways you can, in all the places you can, at all the times you can, to all the people you can, as long as ever you can”.

Out of Christian love and compassion we are driven by Christlike servant hood, unfailing integrity and courageous commitment.

The organisational plan is based on four key result areas, namely:

- our clients
- our people
- our operations
- our financials

Our position descriptions and performance plans are aligned with these four key result areas.

2. Overview of Wesley Marketing

The operational work of Wesley Mission includes a portfolio of community service activities that is amongst the most diverse of any Australian organisation. The role of Wesley Marketing is to:

- support Wesley Mission centres in their profile building and promotional activities
- create a strong, consistent and enduring brand to increase awareness of Wesley Mission
- assisting in the raising of funds to support the activities of Wesley Mission.



3. Overview of role

The role of Marketing Officer is responsible for the planning and delivery of marketing projects, and the provision of marketing expertise and services, to raise the profile of Wesley Mission; increase awareness of our brand, and support the growth of engagement with our services and centres, in alignment with the Wesley Mission Strategic Plan and the Wesley Marketing Business Plan.

The Marketing Officer is responsible for building and maintaining client relationships and collaborating with Wesley Marketing team members, and other appropriate stakeholders, to deliver agreed projects and required reporting, in a timely and professional manner.

4. Relationships

Reports to: Senior Marketing Officer

5. Major role responsibilities

5.1 Our clients

- be a strong ambassador for the with Wesley Marketing team and Wesley Mission brand
- provide delivery of marketing strategy, projects and support in line with agreed levels of client servicing, or project brief (as agreed with Group Executive Managers, Executive Managers, General Managers, and/or your supervisor)
- execute projects as agreed in planning with clients, or as allocated by your supervisor
- provide project planning, delivery, marketing support and reporting in a timely and professional manner
- build and maintain relationships with clients or stakeholders through regular communication
- develop project delivery planning and marketing strategies in collaboration with Senior Marketing Officer
- provide reports for Senior Management and clients as required
- identify and resolve issues, disputes or non-delivery on projects.

5.2 Our people (our team)

- develop open, supportive and collaborative working relationships within your hub and across the Wesley Marketing team
- engage with colleagues and be a positive and pro-active member of the team
- create a team culture of inspiration and passion for Wesley Mission
- promote and ensure adherence to Wesley Mission brand
- ensure all Human Resource (HR) policies/procedures are understood and adhered to
- on a quarterly basis, document your progress using the Employee Contribution & Development template and meet with your manager to discuss
- ensure your position description is up-to-date and identify career training and development and career growth opportunities for yourself.
- regularly report to your manager on team issues such as resourcing needs, performance, training/development, disciplinary action, leave, Work, Health & Safety issues
- identify and recommend opportunities to increase team satisfaction
- attend all scheduled meetings.



5.3 Our operations

- ensure adherence to the Wesley Marketing project delivery processes
- communicate the Wesley Mission brand and key messaging strategy to stakeholders to build effective relationships, gain their support and ultimately create advocates
- be an advocate of the Wesley Mission brand, ensuring brand compliance and use of correct templates
- educate and engage clients and stakeholders in the Wesley Marketing project management approach.

5.4 Our financials

- ensure all projects are delivered to budget and seek opportunities to minimise expense wherever possible.

6. Professional responsibilities

- as directed, other activities to support the delivery of the Wesley Marketing Business Plan and Wesley Mission Strategic Plan, as requested by your manager
- as an employee, be responsible under the Work Health & Safety Act for the health and safety of all persons they come into contact with, during employment. All hazards and injuries must be reported through the normal process as set out in Wesley Mission's Work Health, Safety and Rehabilitation Quality Management System and site procedures
- participate in the review and maintenance of industry specific and internal audit processes, as per Wesley Mission's standard policy and procedures
- in relation to Wesley Mission and the Uniting Church in Australia, attend such functions, meetings, seminars, training courses as directed by your supervisor
- in relation to Wesley Mission attend worship services as encouraged by your supervisor
- participate on a quarterly basis in Wesley Mission's Employee contribution and development process
- take responsibility for personal career development and training
- participate in Wesley Mission's Orientation program, so as to gain an understanding of, and promote, the application of the EEO, Affirmative Action, Privacy Act, Work Health & Safety Act and other relevant legislation
- administer Wesley Mission's philosophy of care and other relevant policy documents as appropriate
- demonstrate responsible stewardship of all resources, and willingness to report impropriety in keeping with the values of Wesley Mission
- ensure the reputation and integrity of Wesley Mission is maintained at all times
- maintain confidentiality.



7 Selection criteria

To be successful in this position, candidates must possess the following:

7.1 Demonstrated behaviours

- willingness to affirm Wesley Mission's vision, mission and values and enthusiastically advocate our Word and deed ministry
- demonstrated ability to work unsupervised as well as an effective team player with a positive can-do attitude
- relate well to a range of people with sound listening and problem solving skills
- confident professional with strong initiative and business acumen
- highly organised, flexible and adaptable
- display emotional maturity and resilience.

7.2 Essential skills/knowledge

- demonstrates experience in multi-channel marketing and communications strategy, planning and project implementation
- demonstrates experience in developing and delivering promotional activity; print, digital, publicity, events, advertising, social media
- experience in account management; prioritising and managing multiple clients and projects to achieve objectives
- demonstrates experience in brand building activity
- experience in managing internal and external stakeholders to achieve set objectives
- proven organisational skills, ability to multi-task, prioritise workloads and meet deadlines and budgets
- thorough attention to detail
- effective written and oral skills, public speaking and presentation capabilities
- outstanding interpersonal skills, flexible, patient and ability to relate well to all levels of society that Wesley Mission interacts with
- proficient computer skills in Microsoft Office.

7.3 Desirable skills/knowledge

- Not-for-profit or cause related experience
- an appreciation of the challenges involved in working within a diverse workforce within a not for profit environment
- tertiary qualification in marketing, communications or related discipline.