

Living your BEST - Making a Difference



Uniting AgeWell Position Description

Position Information

Position Title:	Digital Communications Specialist
Division/Department:	Marketing and Community Relations
Reporting to:	Marketing and Communications Manager
Enterprise/Individual Agreement:	
Classification/Grade:	
Location:	130 Lonsdale Street, Melbourne
Employment Status:	Full Time
Key Relationships - internal and external	Internal Senior Executive Team Residential Services Managers and Regional Managers Operational and Corporate Services Staff Customers Uniting Church Communications team External Prospective customers Contractors/Consultants Media organisations and representatives

Uniting AgeWell

As an organisation of the Uniting Church in Australia, Uniting AgeWell has a long history of providing residential and community services for older Australians in Victoria and Tasmania.

Our **mission** is to provide specialised services enabling older people to maximize their wellbeing and access care when required. Our **vision** is to be a creative leader enabling communities to age well and individuals to live to their full potential. Everything we do is about making a difference for those we care for.

At Uniting AgeWell we provide a workplace culture based on the **BEST** philosophy: **Believe Excel Trust** and **Support** underpinned by our **values** of **Respect, Partnership, Wisdom, Fairness** and **Stewardship**, our customer service charter and promise that shape and inform all that we do.

More information can be found on the Uniting AgeWell website www.unitingagewell.org

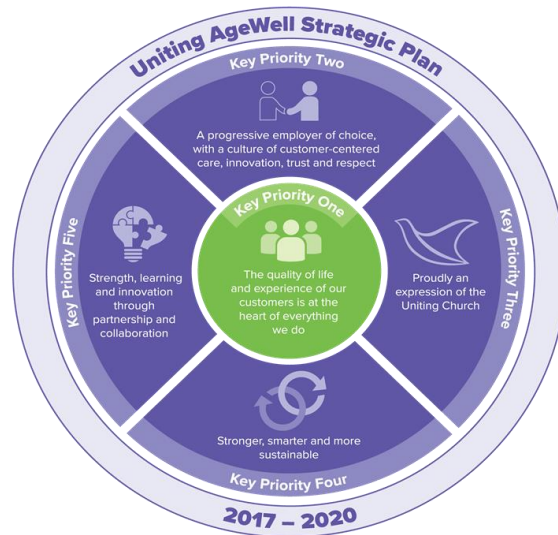
Respect Partnership Wisdom Fairness Stewardship

Believe Excel Support Trust

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Uniting AgeWell Strategic Plan and Clinical Governance Framework



All roles are linked to the Uniting AgeWell strategy and are fundamental in achieving its vision and mission.

Strategic Pillar 1: The quality of life and experience of our customers is at the heart of everything we do
Strategic Pillar 2: A progressive employer of choice, with a culture of customer-centered care, innovation, trust and respect
Strategic Pillar 3: Proudly an expression of the Uniting Church
Strategic Pillar 4: Stronger, smarter and more sustainable
Strategic Pillar 5: Strength, learning and innovation through partnership and collaboration

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Position Purpose

Within the Mission and Values of Uniting AgeWell (UA), the Digital Communications Specialist will:

- enhance the organisation's profile and maintain brand voice, integrity and reputation;
- develop creative, dynamic, insightful and engaging communications, media and public relations for Uniting AgeWell;
- demonstrate a genuine desire to make a difference to the lives of the people we serve, their families and our broader community; and
- contribute to the growth of the organization through engagement and expansion of the UA audience through multiple channels.

The Communications specialist will be:

- an active, enthusiastic and creative contributor, through a combination of creative writing, channel and audience appropriate content, editorial development and publications expertise; and
- a valued team member of the Marketing and Community Relations team acting as a lynchpin in the sourcing, creation, development, and publication of engaging, relevant and timely content through a range of communications mediums including traditional media, digital and social media.

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Key Responsibilities and Measures

Key Responsibilities	Measures and Outcomes to be Achieved
<p>Communications</p> <ul style="list-style-type: none"> • Source and produce communications for publication across various media including print and electronic media, web, social media, direct mail, e-dms, marketing collateral, advertising and fundraising campaigns, including the provision of proof reading and editing support; • Contribute to an annual plan for communications content to achieve agreed targets, which enables flexibility to respond to opportunities and challenges as they arise; • Proactively engage with the broader organisation to identify, source and interview appropriate story subjects. This will require meeting people on our sites, or in their homes, or other digital platforms like MSTEams or Zoom, as appropriate. • Prepare content for all communications channels that is engaging, empathetic and celebratory of our clients, their stories, and aging journeys that presents a Tone of Voice that consistently drives positive sentiment, in accordance with agreed timelines; • Develop, maintain and monitor content and activity on Uniting AgeWell's social media and online platforms to ensure engaging, relevant and timely communications; • Contribute to a range of internal and external stakeholder communications, including newsletters, annual reports, in both print and electronic form. This includes, but is not limited to, the Annual Report, Inside Story, DoveTale and Community Chat; • Develop and manage news and promotional content on the Uniting AgeWell website and intranet; • Actively source editorial opportunities, • Keep abreast of industry and media activities, particularly in relation to sector challenges, policy and sector reform and consumer and sector advocacy; and • Coordinate suppliers to deliver to requirements on time and in full. 	<p>Communications are dynamic, creative, targeted and effectively promote the profile and brand of Uniting AgeWell and enhance the customer experience.</p> <p>Social media, digital and online content is engaging and results in a strong and supportive online community.</p> <p>All communications are produced to a high standard, on time and on budget, and effectively communicate and reflect the brand values of Uniting AgeWell and enhance the customer experience.</p> <p>Strong internal and external networks facilitate story sharing and publication.</p>

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Key Responsibilities	Measures and Outcomes to be Achieved
<p>Marketing and Public Relations</p> <ul style="list-style-type: none"> • Assist with the implementation of marketing/PR/communications strategies in line with organisational and service unit imperatives. • Assist in the preparation of marketing/communications/PR/advertising campaigns and maintain accurate records and evaluation reports to ensure effectiveness and inform future activity. • In conjunction with the Marketing & Community Relations team, provide marketing, and communications support to organisational service departments and programs and ensure that branding principles and policies are understood and adhered to. • Collaborate with Uniting Church media and communications team members and industry peers, where necessary, to promote general awareness and a positive image of Uniting AgeWell and the sectors in which it operates. • Provide assistance, as needed, with the development, coordination and implementation of special events (internal and external), consistent with the organisation's standards of excellence and professionalism. • In conjunction with the Marketing & Community Relations team, act as a resource for site/program managers conducting local events (ie. preparation of invitations, programs, speeches, media releases/liaison, etc.) 	<p>Campaigns and events are effective, timely and of a high standard.</p>
<p>Digital content development</p> <ul style="list-style-type: none"> • Coordinate photo shoots with programs and brief and direct photographer/s; • Edit and resample images to meet various specifications; • Act as in-house photographer/videographer as required; • Assist to maintain/update the Uniting AgeWell image/video gallery; • Coordinate and prepare pre and post production video footage; edit and resample footage and liaise with film production crews as and when required • Assist to maintain Uniting AgeWell's YouTube Channel • Create and produce video stories for upload to YouTube ensuring appropriate search optimisation and accessibility options are incorporated • Contribute to maintaining permissions/authorities register; • Coordinate the use of the organisation's AV and digital equipment for special events or program use and provide technical support; maintain asset and loan register for such equipment 	<p>Timely and effective coordination, editing, production and publishing of digital content, in accordance with the UA corporate identity.</p> <p>Uniting AgeWell's multimedia equipment is managed and maintained to the highest standard.</p>

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Key Responsibilities	Measures and Outcomes to be Achieved
<p>General Administration</p> <ul style="list-style-type: none"> • Support continuous improvement development of Marketing & Community Relations policies and procedures • Undertake research and prepare reports relevant to the Marketing & Community Relations department as required • Provide support where needed to the Marketing & Communications Manager and the General Manager Marketing & Community Relations 	
<p>Other duties</p> <p>As a member of the Marketing and Community Relations team, there will be other duties required from time to time. These may include involvement in Open Day, Sponsorship or on site events around Victoria and Tasmania.</p>	<p>Other duties are effectively completed within specified time lines</p>
<p>Health and Safety</p> <p>To ensure a safe workplace is provided for all employees and other personnel including contractors, agency staff, volunteers and students.</p> <ul style="list-style-type: none"> • Participate actively and positively in the area of health and safety to reduce all hazards and incidents within the workplace • Report all hazards, incidents, injuries and near misses immediately to your manager and log them in RiskMan • Present at work fit for the physical and mental demands of your role. • Take reasonable care for your own safety, the safety of your colleagues and client • To maintain an understanding of and comply with all legislation and regulations affecting the employee's position including Occupational Health and Safety (OHS) regulations and requirements; to adhere to any code of ethics that may apply to the employee's profession 	<ul style="list-style-type: none"> • To remain current in principles of infection control, to practice standard infection control precautions and any special organisational requirements to ensure compliance with food handling regulations • Implement and adhere to Uniting AgeWell OHS policies, protocols and safe work procedures • Mandatory training completed at agreed frequency
<p>Quality, Compliance and Risk Management</p> <p>Uniting AgeWell strives to provide the highest quality care for fore each and every customer. For the purpose of UA's framework, high quality care is defined as care that is 'Responsive, Integrated, Safe and Effective' (RISE)</p> <ul style="list-style-type: none"> • Continuous Improvement: To maintain an understanding of the Aged Care Quality 	<ul style="list-style-type: none"> • Compliance with the Aged Care Quality Standards and legal

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Key Responsibilities	Measures and Outcomes to be Achieved
<p>Standards; to seek opportunities for continuous improvement; and to participate in internal audits, customer satisfaction surveys and other quality improvement activities</p> <ul style="list-style-type: none"> To identify and report high impact- high prevalence clinical risks, ensuring that customer choice is considered and they are informed and supported in choice and decisions. To work within the Clinical Governance Framework 	<p>obligations</p> <ul style="list-style-type: none"> To adhere to the policies and procedures of the organisation To participate in audits/quality reviews as required or as directed Care and services provided are designed and delivered to minimise risk
<p>Learning and Development</p> <p>Learning and Development is the process of improving and increasing capability of staff through access to education and training opportunities in or outside the workplace.</p> <ul style="list-style-type: none"> Maintain own professional learning and development through identifying personal knowledge gaps, identifying relevant training and discussing with manager Ensure all required mandatory training is completed within required timeframes Attend regular training sessions to maintain wisdom and continue to develop Contribute to the learning and development of others through teamwork and sharing knowledge 	<ul style="list-style-type: none"> All mandatory training is completed within the required time frames Attend all scheduled training
<p>Customer Experience</p> <p>Uniting AgeWell is committed to the provision of excellent customer service as outlined in our customer service charter and promise, UA Values and BEST philosophy and guides all our people, clients and stakeholders including residents and external suppliers.</p> <p>You are at the heart of everything we do</p> <ul style="list-style-type: none"> Each resident and client is supported to live their best life possible Treating our clients and residents with respect and dignity Be part of a culture of inclusion and respect for residents, visitors and staff <p>We will support you every step of the way</p> <ul style="list-style-type: none"> Supporting our residents and clients by being responsive, flexible and a trusted partner in residents and clients care Actively seek to understand residents' and their family's expectations and issues, 	<ul style="list-style-type: none"> Resident and client service satisfaction surveys within agreed targets Issues/ complaints are escalated to the manager and resolved in a timely manner Residents and clients are treated with respect and dignity A person –centred approach towards client and resident care Assisting residents and clients in achieving their goals Providing care as outlined in the care the plans Adherence to policies and procedures and safe work practices

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Key Responsibilities	Measures and Outcomes to be Achieved
<p>using multiple strategies</p> <ul style="list-style-type: none"> • Provision of person centred and goal directed care <p>We will provide high quality, safe services</p> <ul style="list-style-type: none"> • Provision of high quality and safe services • Respects clients and residents privacy <p>Our staff are friendly, skilled and reliable</p> <ul style="list-style-type: none"> • Provision of friendly, prompt, enthusiastic and professional service • Build customer relationships and greet clients and residents promptly and courteously <p>We will listen and learn</p> <ul style="list-style-type: none"> • Listening and welcoming feedback from clients • Communicate with clear and unambiguous language in all interactions, tailored to the audience 	
<p>Employee Experience</p> <ul style="list-style-type: none"> • Supporting each other to be their BEST, give their BEST and help our community live their BEST • To adhere to the BEST way of life in our daily work practices <p>Believe we can make a difference everyday</p> <ul style="list-style-type: none"> • Listening with openness and demonstrating understanding • Commitment to BEST practices in delivery of service <p>Excel by improving the way we work & partner with others to share & gain wisdom</p> <ul style="list-style-type: none"> • Commitment to continuous improvement • Learning from others and reflective of your own practices <p>Supporting our people & valuing their contribution, experience and differences</p> <ul style="list-style-type: none"> • Advocate (speaking up) for others 	<ul style="list-style-type: none"> • The BEST way of life is evident in the individual's daily contribution in the work place. • A person –centred approach towards client and resident care • Assisting residents and clients in achieving their goals • A commitment to continues improvement by completing mandatory training • Adherence to policies and procedures and safe work practices • Working cohesively and contributing to the teams we work in • Providing care as outlined in the care the plans • A commitment to diversity and inclusion and living the UA values

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Key Responsibilities	Measures and Outcomes to be Achieved
<ul style="list-style-type: none">• Offering help to others and recognising when you need help <p>Trusting in our relationships to build strong & collaborative partnerships</p> <ul style="list-style-type: none">• Being open to new ideas and embracing change• Understanding our customers and respecting their choices• Constructive and respectful communication	

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Special Requirements of the Position

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Experience and expertise in sourcing, writing and editing material that will enhance communications and / or enhance the profile of UA and the customer experience; • Experience and expertise in preparation and production, together with efficient, collaborative project management of high quality, professionally presented publications such as newsletters, brochures and reports, presentations and speeches; • Experience in the implementation of internal and external stakeholder communications strategies; • Experience and expertise in developing effective digital communications, including social media, online and EDM campaigns and videos. • Experience in measuring effectiveness of marketing and communications activity. 	
Qualifications	<ul style="list-style-type: none"> • Tertiary qualifications in communications, marketing or journalism or other relevant discipline 	
Skills	<ul style="list-style-type: none"> • Understanding of UA values and the capacity to consistently demonstrate UA values at work • Outstanding written and verbal communication skills • Excellent skills and heartfelt enthusiasm for identifying story possibilities, and developing, writing, editing and placing stories. • Ability to prepare written and visual content for a range of mediums across print, digital and stakeholder communications; • Excellent interpersonal and industry networking skills, ensuring a high level of industry knowledge and market intelligence; • Enthusiasm for interacting effectively with a diverse range of people and confidence in building rapport and establishing and maintaining effective relationships with key stakeholders 	

	<ul style="list-style-type: none"> • Excellent organisational and project management and negotiation skills; • Competency in photography and video creation, and use of editing tools such as Photoshop, and other emerging tools as appropriate; • Enthusiastic and authentic effective team player; • Demonstrated capacity to manage competing priorities effectively and to a personal accountability towards meeting deadlines; • Excellent analytical and problem solving skills • Digital excellence in all digital communications tools including MS Office, Excel, PowerPoint, Photoshop, Mail chimp , online social media and web management platforms, and online content planning and collaboration tools. A working knowledge of design tools such as Publisher and InDesign is desirable. • To be an effective listener, and approach each day with an open mind, and creative enthusiasm. 	
<p>Requirements</p>	<ul style="list-style-type: none"> • Capacity and willingness to work within the ethos of the Uniting Church in Australia • Understanding of UA values and capacity to consistently demonstrate UA values at work • A satisfactory National Criminal Police Record Check (PRC) is required prior to commencement • Working With Children Check • Drivers License and own vehicle (reimbursed travel expenses) • A willingness to have an annual Flu vaccination • Capacity and willingness to travel throughout Victoria and Tasmania as required • Capacity to maintain strict confidentiality • A willingness to have an annual Flu vaccination 	

Living your BEST - Personal attributes, communication and behavioral requirements

- Dignity, Privacy and Confidentiality: To ensure that the personal dignity and privacy of all residents / clients, their representatives and other staff are maintained, and that all interactions with resident/clients and their representatives are treated confidentially
- Professional Boundaries are to be adhered to at all times
- Philosophy of Care: To maintain an understanding of the philosophy of care of UA as expressed in the organisation's Objectives, Vision, and Values
- At all times, to work within the UA Code of Conduct, our BEST philosophy, UA Values and our Customer Promise and Charter
 - **Believe:** Respecting customer choice and being part of a team that is committed to making a difference to the people we support and ensuring they live life to their potential
 - **Excel:** Building robust frameworks that embed quality, safe and sustainable systems of work today, tomorrow and in the future. Fostering innovation through collaboration and strong partnership approach to share and gain wisdom
 - **Support:** An employee experience that supports diversity, new ideas, stewardship of resources and values everyone's contributions
 - **Trust:** Trusting in our partnerships and enhancing relationships with the Uniting Church and our community by being kind, inclusive and fair

Employee Declaration

I have read and understand the requirements and expectations of the above Position Description. I agree that I have the physical ability to fulfil the inherent physical requirements of the position, and accept my role in fulfilling the Key Priorities. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

Employee Signature: _____

Print Name: _____

Date: _____

Document Control

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