

## Position Description

### Community Information and Education Coordinator

<b>Role Title:</b>	Community Information and Education Coordinator
<b>Hours:</b>	EFT optional from 0.8 (60.8 hrs per f/n) to 1.0 (76 hrs per f/n), including 9-day fortnight (0.9). Please specify preference in your application.
<b>Reports to:</b>	Operations Manager
<b>Direct Reports:</b>	Nil
<b>Internal Liaison:</b>	Advocacy, CVS & Navigator teams – All staff are involved in the delivery of community education sessions.  Marketing and Communications Coordinator.
<b>Location:</b>	Melbourne-based, with travel required across Victoria, including to our regional offices. We are currently working from home until further notice.
<b>Salary:</b>	Social, Community, Home Care and Disability Services Industry (SCHADS) Award 2010, Social and community services employee, Level 7 Pay Point 2. DGR Charity status salary packaging available.

#### About Elder Rights Advocacy

Our mission is to support older people's right to quality care. We are a statewide, Victorian non-profit organisation established in 1990 as Residential Care Rights Inc.

Our advocacy, information and community education covers all forms of care for older people, with a focus on Australian Government-funded home care and residential care. We are a member of the national Older Persons Advocacy Network (OPAN) delivering the National Aged Care Advocacy Program (NACAP), an Australian Government initiative.

Our vision is a diverse, vibrant, multicultural community, where older people are respected, heard and well-informed, and can exercise their rights and responsibilities with confidence. Our values drive our work: Respect; Integrity; Collaboration; Inclusiveness; Empowerment; Responsiveness (see more in Appendix A on page 4).

We acknowledge the Traditional Owners of the lands on which we work. We honour the strength and resilience of Aboriginal and Torres Strait Islander peoples and pay our respects to all Elders past, present and emerging.

#### Context for the Community Information and Education Coordinator position

This is an ongoing position to June 2022. Extension beyond then will be dependent on a range of factors, including funding. Our OPAN/NACAP funded services include the delivery of a range of information and education sessions to older people who are receiving or looking to receive aged care services. We also provide some information and education sessions for aged care staff, including a variety of fee-for-service sessions. In addition to developing and delivering sessions, the Community Information and Education Coordinator will work with the whole team to design, plan, implement and deliver our information and education work.

Current topics for our community information and education sessions include:

- Residents rights and responsibilities
- Chemical and physical restraint
- Balancing rights and risks
- Raising a complaint
- Recognising elder abuse
- Compulsory reporting
- The aged care standards

### **Position Purpose**

In collaboration with the Marketing and Communications Coordinator and service delivery teams, and in line with NACAP/OPAN targets for community information and education service delivery, oversee the design and implementation of Elder Rights Advocacy's Community Information and Education Strategy, including:

- High quality community information and education sessions delivered to identified target audiences, including older people, their representatives, aged care providers and the broader community across Victoria.
- Accurate and high-quality community education content made available for older people and their representatives through the Elder Rights Advocacy website, social media and other appropriate forums, including the availability of community information and education material in languages other than English.

### **Key Responsibilities**

1. In collaboration with all service delivery team members, review existing community information and education content and establish an updated approach to our work, including the range of topics, the content for different identified key audiences, and appropriate delivery methods.
2. Establish methods for identifying key target audiences and attracting community information and education session bookings in line with agreed OPAN/NACAP targets and within staff and volunteer capacity. This includes developing and implementing a partnership approach with communities identified as special needs groups.
3. Develop a Community Information and Education Innovation Plan to consider innovative approaches to deliver community information and education content to older people, their representatives, aged care providers and the wider community in the future.
4. Develop an 18-month pilot volunteer Peer Information and Education program recruiting older people to participate in the delivery of information and act as change agents for and with their peers. This will include the development of a project plan to recruit, train and support volunteers, develop information and education materials, and evaluate the program on completion of the pilot.
5. Oversee the development of core community information and education content to assist in the delivery of sessions by Elder Rights Advocacy staff and volunteers, and support them in the delivery including training/preparation, debriefing and review.
6. Deliver community information and education sessions to agreed targeted audiences.



7. Develop and implement suitable feedback mechanisms from people attending community education sessions and establish a continuous improvement process for ongoing review and updating of community education content and service delivery.
8. Assist in drafting community information and education content for the Elder Rights Advocacy website and social media.
9. Contribute as required to Elder Rights Advocacy's externally-focused activities, including attendance at community events and networking and collaboration with the wider OPAN.
10. Contribute as required to Elder Rights Advocacy's internal organisational requirements as required.

### **Key Selection Criteria**

#### **Essential**

We are looking for a person with:

1. A commitment to the mission, vision and values of Elder Rights Advocacy.
2. Well-grounded knowledge of the aged care audience for our community information and education work: who they are, the information they need, and the ways they like to receive information.
3. Strong project management skills, including setting priorities, planning and organising work.
4. Ability to plan, design, develop and implement high-quality community information and education programs, including the development of learning resources.
5. Highly developed communication and facilitation skills with the ability to deal and work effectively with a wide range of internal and external stakeholders.
6. The patience, commitment and communication skills to train, support and inspire staff and volunteers in delivering community information and education to a range of audiences.
7. Excellent writing skills for community information and education content in a variety of forms for different platforms, including our website, social media and the virtual spaces.
8. Innovative approaches to reaching key target audiences with information in formats that are effective in getting the message heard and used.

We also expect the successful applicant will:

9. Have excellent general IT skills, e.g. Microsoft, video conferencing, including zoom and Vimeo.
10. Have a Drivers Licence (a work car is available for all work related travel needs).
11. Be prepared to undergo a Police Check.
12. Have tertiary qualifications relevant to the Key Selection Criteria.

#### **Desirable/Advantage**

- Personal/family/lived experience of aged care issues.
- Other community and/or professional networks relevant to our work with older people.
- Current knowledge of government aged care policies and the aged care service system.
- Fluency in one or more community languages.



**Elder Rights Advocacy**  
Supporting your right to quality care

### **Conflict of Interest**

Our work at Elder Rights Advocacy often involves us taking up an issue with an aged care service in partnership with a care recipient and/or their family, advocating strongly and challenging services to provide better care. The successful applicant will be expected to respect our approach to conflicts of interest, including not representing an aged care service provider in any capacity whilst an employee of Elder Rights Advocacy.

### **Further Information**

David White, Operations Manager, 0418 361 750 or [david.white@era.asn.au](mailto:david.white@era.asn.au)

## Appendix A:

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### Mission Vision and Values

#### Our Mission

We support older people's right to quality care.

#### Our Vision

A diverse, vibrant, multicultural community, where older people are respected, heard and well-informed, and can exercise their rights and responsibilities with confidence.

#### Our Values

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|-----------------------|---|
| <b>Respect</b>        | We listen, treat people with fairness and seek to understand others' perspectives, experiences and contributions.   |
| <b>Integrity</b>      | We act in a professional and ethical manner at all times.   |
| <b>Collaboration</b>  | We support our people and the people we work with.  |
| <b>Inclusiveness</b>  | We support diversity and ensure everyone feels valued, welcome and included.  |
| <b>Empowerment</b>    | We provide the people who seek information and support from us with accurate information, which supports them to understand their rights, responsibilities and options. |
| <b>Responsiveness</b> | We are approachable and take pride in what we do.   |

#### Code of Conduct

ERA's workforce is a team working towards the collective vision of a diverse, vibrant, multicultural community where older people are respected, heard and well-informed, and can exercise their rights and responsibilities with confidence. At the core of our services is an expectation that employees, volunteers, students and contractors will behave ethically and in accordance with our values and code of conduct at all times when they may be seen as a representative of Elder Rights Advocacy.

All members of the workforce must adhere to the values of Elder Rights Advocacy.