



## Position Description

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<b>Position:</b>	<b>Communications Officer/Content Writer</b>
<b>Reports to:</b>	Marketing Manager
<b>Accountable to:</b>	Community Child Care (CCC) Association Board through the Executive Director
<b>Direct reports:</b>	None
<b>Classification:</b>	Level 4 (SCHADS award)
<b>Key relationships</b>	All CCC staff, external stakeholders (where applicable)
<b>Conditions</b>	As per Community Child Care Enterprise Agreement
<b>Date approved:</b>	30 April 2021 by Executive Director

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### **About Community Child Care Association**

Established in 1971, [Community Child Care Association](#) (CCC) is the voice of community-based education and care services in Victoria. Building a strong and responsive sector is at the heart of what we do. We're active right across the state, providing leadership and advocacy, working with governments, and supporting education and care services.

Here to help services transform their vision into practice, we offer membership, quality training and consultancies. Our 650+ members rely on us for free professional advice and support, and to keep them up to date with industry standards, best practices and new regulations.

Our heritage and reputation as a sector leader mean we're the go-to place for inquiries and projects, including the [Victorian Inclusion Agency](#) (VIA). Our deep community connections and role as the peak body for community-owned, not-for-profit education and care services make us well placed to lobby key decision-makers. Proactive in the evolution of the children's education and care sector, our focus is on quality service and outcomes.

### **Nature and scope of position**

Working under the direction of the Marketing Manager, this is a generalist communications position that requires a superior writer who has an eye for detail and is a whiz when it comes to producing high-quality content for a range of audiences.

## The position

Key expectations of the position include:

- **Communications:** Create high-quality written content including magazine articles, media releases, marketing materials, annual reports, case studies and more
- **Digital content:** Plan, create and curate a variety of digital content (e.g., infographics, testimonials, videos, blogs) to distribute across a range of communications channels including websites, EDMs and social media
- **Organisation and stakeholder coordination:** Brief and assist key suppliers, including graphic designers and web developers, to execute deliverables on time, within budget and to a high standard. Work effectively with key internal and external stakeholders to agree on briefs, timelines, outputs and revisions as required.

## Key skills, experience and knowledge required

- Exceptional writing skills with the ability to create high-quality content in various formats for a range of different audiences
- Strong editing and proofreading skills with an eye for detail and a talent for communicating complex ideas simply
- Proven stakeholder engagement skills and the ability to juggle competing priorities and deadlines in a dynamic work environment
- Experience coordinating a range of platforms including Facebook, Twitter, LinkedIn and MailChimp

## Values and attitudes

- Strong drive, initiative and a proactive attitude (you should be a 'doer' rather than a delegator as this is a hands-on role)
- Commitment to working efficiently and accurately
- A willingness to listen and learn to develop a sound understanding of the not-for-profit and education and care sector
- An ability to embrace feedback from multiple stakeholders
- Readiness to actively model the signature behaviours of the organisation and champion its mission, visions and guiding principles

## Essential requirements

- Tertiary qualifications in a relevant discipline (e.g. bachelor degree with a major in communications, marketing or similar)
- 2 years' minimum experience in a similar communications/marketing/writing role

## Outcomes and Key Result Areas (KRA)

KRA	Measurement	Responsibilities
<b>Effective communications creation and coordination</b>	<ul style="list-style-type: none"> <li>• Creation of engaging, professional content with minimum errors to achieve quality results and maintain the consistency of Community Child Care Association’s visual identity, messaging and tone.</li> <li>• Optimal use of Community Child Care Association’s own channels, as well as third-party channels such as media and paid advertising.</li> <li>• Growth in media coverage.</li> <li>• Improvement in brand positioning.</li> </ul>	<ul style="list-style-type: none"> <li>• Create effective written content including media releases, website content, annual reports, case studies and magazine articles.</li> </ul>
<b>Effective digital communications and coordination</b>	<ul style="list-style-type: none"> <li>• Growth in website traffic and conversions.</li> <li>• Growth in email and social media reach and engagement.</li> <li>• Creation of engaging, professional content with minimum errors.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and implement social media, websites and digital plans that integrate with other communications activities to promote Community Child Care Association’s projects, services and campaigns.</li> <li>• Coordinate the social media community, including crisis management as required.</li> <li>• Develop copy and simple design for digital communications, in accordance with the Community Child Care Association brand and visual identity guide.</li> <li>• Implement effective website updates, including developing, reviewing and managing content and optimising engagement and usability.</li> </ul>
<b>Effective project coordination</b>	<ul style="list-style-type: none"> <li>• Have effectively coordinated and delivered marketing projects according to the marketing plan and within clearly defined time and resource constraints.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with the communications and engagement team to coordinate and deliver marketing projects, such as website updates, videos, events and printed publications.</li> <li>• Effectively lead key internal and external stakeholders to ensure that high-quality</li> </ul>

		communications activities are delivered through the right channels at the right time.
<b>Effective stakeholder coordination and engagement</b>	<ul style="list-style-type: none"> <li>• Have built strong relationships with suppliers to ensure deliverables reflect agreed outputs, are high quality and represent value for money.</li> <li>• Have built strong relationships with key internal and external stakeholders to gain agreement and maximise the impact of marketing and communications initiatives as well as the volume of work that can be accomplished.</li> </ul>	<ul style="list-style-type: none"> <li>• Brief and assist key suppliers, including graphic designers and web developers, to execute deliverables on time, within budget and to a high standard.</li> <li>• Work effectively with key internal and external stakeholders, including the Executive Director, Marketing Manager, leadership teams and Service Delivery Team, to agree on briefs, timelines, outputs and revisions as required.</li> </ul>

## ORGANISATIONAL RESPONSIBILITIES

Responsible for:

- Contributing to the implementation of CCC's Reconciliation Action Plan to ensure that all our work is inclusive and respectful of the cultures and perspectives of Australia's First Peoples.
- Having a duty of care toward your own and others' safety, and cooperating and complying with health and safety requirements as outlined in CCC's occupational health and safety policies.
- Supporting Community Child Care Association's commitment to upholding and advocating for the rights and empowerment of children.



## Attachment 1

### Community Child Care Association Guiding Statements

#### **Visions (why we exist)**

##### *For the Sector*

Excellent early childhood and outside school hours education and care for all.

##### *For CCC*

Thriving and valued community and not-for-profit services delivering the best outcomes for children and families.

#### **Mission (What we do)**

To lead, support and advocate for accessible high-quality opportunities for children and families.

#### **Guiding Principles (Values)**

##### *Capacity*

Our approach is to build capacity and acknowledge the strengths and capabilities of children, families, early childhood and outside school hours care services, educators and their communities.

We encourage capacity building by:

- working from a strengths-based position,
- through shared decision making,
- by leading by example, and
- providing personal learning opportunities that, improve knowledge and develop skills.

##### *Community*

We advocate for communities working together towards a better future which supports the potential of every child, where:

- families and community are strong, and
- community owned education and care services are valued and well resourced.

We cultivate a sense of community and collective achievement amongst our team, education and care services, broader networks, Government and funding organisations.

##### *Collaboration*

We model and advocate for collaborative practice that enables resources, skills and expertise to be shared and where stakeholders are brought together to achieve common goals.

We work cooperatively with others with a solution and outcomes focus to explore new ideas and build trusting and meaningful relationships.

##### *Accountability*

We support early childhood and outside school hours care services to be accountable to their children, families, communities and funders.

We are committed to delivering on our promises by being accountable to each other, our stakeholders, our partners and funders through collaborative planning, communication and resourcing our work.



## Attachment 1

### Community Child Care Association Guiding Statements

#### **CCC Signature Behaviours (*How we behave*)**

##### ***CURIOUS***

- We seek to learn, understand and explore solutions;
- We have high expectations of others and ourselves;
- We frame situations positively, seeking to understand multiple perspectives and truths.

##### ***IMAGINATIVE***

- We are reflective, resourceful and dynamic;
- We seek innovative solutions to problems and better ways to add value to our clients, community and each other;
- We challenge each other to dream and do bigger and be better.

##### ***RESPONSIBLE***

- We are change ready and own our role and responsibilities;
- We deliver on our promise and get things done;
- We recognise the privilege and criticality of our role in delivering outcomes, fostering relationships and our individual wellbeing.

##### ***UNITED***

- We work cross functionally, learn from others and believe we achieve more as a team than alone;
- We listen and communicate with respect;
- We are a welcoming community and believe everyone belongs and everyone adds value.