



Marketing and Communications Manager

EMPLOYMENT STATUSES

Status	Part time – Full Time	Award	ACCHO
Hours per week	0.8 – 1.0 FTE	Classification	BDAC Grade 9
Length of Term	2 years Fixed Term	Salary	As per contract
Reports to	ED Corporate Services	Additional Benefits	Access to Salary Packaging
Secondary Report	CEO	PD Review Date	12 months (09.05.2022)

ORGANISATIONAL CONTEXT



Bendigo and District Aboriginal Cooperative (BDAC) is an ACCO (Aboriginal Community Controlled Organisation) registered as a member under the umbrella of VACCHO (Victorian Aboriginal Community Controlled Health Organisation) and represented nationally through NACCHO (National Aboriginal Community Controlled Health Organisation).



Organisation).

BDAC was founded to represent and provide services to the Dja Dja Wurrung community (Jaara people) and Aboriginal residents living in the Dja Dja Wurrung boundaries. BDAC has a responsibility to ensure growth of services, development of our Aboriginal community, better and improved health outcomes for our people, improved quality of life and be a lead agency in providing employment and career pathways for Aboriginal people.

LOCAL WORK ENVIRONMENT

Bendigo and District Aboriginal Co-operative provides a range of specialist services for clients based primarily in the Dja Dja Wurrung including Health and Wellbeing services, Family and Community Services and Corporate services.

POSITION OBJECTIVE

The Marketing and Communications Manager will be responsible for providing strategic and operational marketing and communications support to BDAC, promoting its brand, services, programs and events and positively enhancing its image and reputation.

This role will work develop and implement the BDAC marketing strategy and will oversee BDAC's event management, social media, communications, website content management and promotional material.

This role will engage with multiple stakeholders to promote the work of BDAC staff and related program areas and the positive influence they have on the local community.



BDAC'S VISION AND CORE VALUES

"Empowered generations belonging to strong families, culture and community"

<u>LEAD</u>	We are committed to lead as an individual, team and organisation in order to achieve positive health and wellbeing outcomes for our community.
<u>OPENNESS</u>	We will be accountable and remain transparent in the delivery of our service to clients, visitors and staff.
<u>RESPECT</u>	We treat one another with honesty, integrity, respect and value everyone's opinion and feedback.
<u>EXCELLENCE</u>	We strive for excellence in our programs and services so that we can support positive health and wellbeing outcomes for our community.

KEY POSITION RESPONSIBILITIES

Primary Responsibilities	<p>This role is responsible for overseeing BDAC's marketing strategy and related marketing activities, to positively promote BDAC's brand, services, programs, events and achievements. These responsibilities include:</p> <p>Marketing, Communications and Events Strategies</p> <ul style="list-style-type: none"> • Exhibit a clear understanding of the business – its purpose, strategic goals and services • Develop and implement BDAC's marketing strategy in collaboration with key stakeholders • Develop and implement BDAC's communications strategy in collaboration with key stakeholders • Develop and implement BDAC's events strategy in collaboration with key stakeholders • Identify, develop and evaluate targeted marketing strategies to achieve strategic goals • Identify the organisation's strengths and weaknesses, respond to threats and opportunities • Review and analyse marketing effectiveness • Design, implement and enhance an external stakeholder engagement plan <p>Marketing</p> <ul style="list-style-type: none"> • Manage all marketing activities including advertising, sponsorship, community engagement, direct marketing, digital media and event coordination • Deliver marketing activities by working closely with stakeholders including graphic designer, web developer, suppliers, staff and clients • Develop internal communications • Maintaining brand integrity and visual continuity both internally and externally • Ensure consistent application of branding and style requirements • Preparing, formatting and editing a range of documents • Developing creative concepts, design briefs and copywriting
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	<ul style="list-style-type: none"> • Oversee BDAC's style guide and promote its use to employees <p>Communications</p> <ul style="list-style-type: none"> • Manage social media platforms and online blog including regular posts, engaging with the followers and the community, developing campaigns and monitoring performance • Oversee the BDAC website and manage its content to ensure it remains up to date and meets the needs of its users • Communicate and liaise directly with stakeholders to develop and distribute marketing content • Source content for social media, articles, website, brochures from a wide range of stakeholders • Prepare a regular newsletter for the community <p>Stakeholder engagement</p> <ul style="list-style-type: none"> • Communicate and liaise directly with stakeholders to develop and distribute marketing content • Promote BDAC Programs to the Aboriginal Community and Professionals • Liaise with senior managers within BDAC to understand the needs of the organisation <p>Team</p> <ul style="list-style-type: none"> • Line manage, provide guidance and support to the Events Coordinator • Manage marketing spend against an agreed budget; price and quote services appropriately • Work collaboratively with internal BDAC clients and the Corporate Services team to deliver marketing initiatives and activities • Guide, mentor and develop interns, trainees and volunteers assigned to the Marketing team from time to time <p>General Responsibilities</p> <ul style="list-style-type: none"> • Ability to work independently or as part of team • Promote relationships between BDAC staff, related program areas, local community and Stakeholders. • Observe all occupational health & safety, security and equal employment opportunity initiatives to contribute to a safe, healthy and ethical workplace
CORPORATE RESPONSIBILITIES	
Administration & Compliance	<ul style="list-style-type: none"> • Model and abide by BDAC Values, Code of Conduct and Policy and Procedures • Participate in professional development activities • Ensure that you participate in team meetings, staff meetings and other community activities as requested • Ensure that you adhere to legislative requirements • Ensure that you report any risks identified immediately to your line manager • Participate within the team to ensure performance against expectations including performance management and staff development, in accordance with BDAC's policies and procedures • Ensure that all staff are provided with and operate in a safe environment in accordance with BDAC'S OHS policies and procedures • Participate in Continuous Quality Improvement (CQI) activities



COMMITMENT TO SAFETY

- All children have the right to be children and live free of abuse and neglect, so they can grow, learn and develop.
- Everyone within BDAC is responsible for ensuring a culture of child safety preventing child abuse and abiding by the Child Safety Principles
- BDAC is committed to the health and wellbeing of its employees and stakeholders
- BDAC has a zero tolerance to all forms of violence

KEY SELECTION CRITERIA

- Examples of developing and embedding marketing, communications, and/or events strategies within a not-for-profit setting
- Excellent communication and interpersonal skills
- Experience managing multiple projects simultaneously; can manage effectively under pressure
- Ability to effectively and efficiently plan and organise own and others' workload; ability to manage stressful situations
- Demonstrated flexibility to adapt to different situations and tasks on a day-to-day basis
- Experience developing digital technologies and media to achieve stakeholder engagement
- Experience managing websites and social media programs
- Experience communicating to local Aboriginal communities

Preferred / Desired Education, Training and/or Competencies

- At least 5 years' experience leading in a marketing role
- Qualification in Marketing will be highly regarded
- Sound knowledge of the principles of stakeholder engagement and consultation
- Experience in the use of MS Office, particularly graphic design and presentation programmes

CONDITIONS OF EMPLOYMENT

- Must pass a Criminal Police Record Check;
- Must pass & provide copy of Working with Children's Check;
- Must hold current full Victorian Drivers Licence and provide a copy;
- If the position is for a role specifically to provide disability services (or work that involves regular direct contact with or access to a person with a disability), BDAC will check the prospective employee against the Disability Worker Exclusion List.

EMPLOYEE STATEMENT

I have read, understood and accepted the above position description of the Marketing and Communications Manager.

EMPLOYEE NAME:

SIGNATURE:

DATE:/...../.....