

Position description

Title	Marketing Lead – LaunchME
Reports to	Manager Engagement – Economic Wellbeing
Classification & Salary	SCHCADS Level 5 (plus super and salary packaging)
Employment Status	Part-time (0.8EFT) Fixed term contract (until 30 June 2022)
Primary Location	Latrobe St, Melbourne – some travel may be required
Date	June 2021

Good Shepherd Australia New Zealand (GSANZ)

Our strategy outlines the world we want to see and our role advancing in it. It also speaks to the positive impact we will deliver to support women, girls and families to be safe, secure, strong and connected. We are committed to tackling the issues of our time which adversely affect them. We work to advance equity and social justice and support our communities to thrive.

We seek to increase economic participation and wellbeing, to build resilience, improve safety and bring about system change. We offer microfinance programs and products, financial counselling and coaching, family violence support, family and youth programs, playgroups, education programs and community houses. These services are complemented by research and advocacy to address the underlying structural causes of injustice, exclusion, and inequality.

Role Purpose

LaunchME is a program focused on giving people the opportunity to develop, finance and launch their own business. It includes coaching, mentoring, business planning, building skills and networks as well as a microenterprise loan to help participants get their business up and running. Delivered in selected Victorian and South Australian locations, the program is now being extended to East Gippsland and North East Victoria.

This role will lead LaunchME marketing, including the development of assets for use by coaches that are on-brand, engage target audiences and deliver client impact. This includes leading the marketing of LaunchME in East Gippsland and North East Victoria where the 2019/20 bushfires destroyed livelihoods, and COVID-19 amplified adverse financial and health impacts for communities. The focus will be on supporting aspiring entrepreneurs from low income, vulnerable and disadvantaged populations including people living on low incomes, Aboriginal and Torres Strait Islanders, women, families and young people, and people experiencing family violence. In addition, the program will support established sole traders and small business owners with short term coaching and tools to get their existing business back on track. All participants will be supported to access wraparound services where needed inc family violence, mental health, gambling, financial counselling, financial capability, and housing services.

This role will develop, deliver and evaluate local area marketing campaigns that support the project team to initiate and maintain strong relationships with stakeholders inc local councils, business and community groups, ensuring eligible people access the service – including via leveraging existing relationships such as those developed through Good Shepherd’s Bushfire Recovery Victoria program delivering Pop-up Stores across Towong and East Gippsland.

Key Responsibilities

Marketing and Communications

- Develop, deliver and evaluate local area LaunchME marketing and communications strategy that engages key audiences according to program deliverables – including people living on low incomes, women and families, Aboriginal and Torres Strait Islanders, Culturally and Linguistically Diverse communities, and people experiencing family violence.
- Deliver tailored marketing and communications support for 3 LaunchME Coaches working within priority LGA’s in East Gippsland, Wodonga/Alpine and Towong/Indigo regions to ensure program deliverables, in collaboration with the project team.
- Review and develop Good Shepherd’s LaunchME’s existing marketing materials in collaboration with the Economic Wellbeing Engagement Manager and project team, to ensure they are on-brand, engage target audiences and deliver client impact.
- Collaborate with the Economic Wellbeing Engagement Manager and project teams to develop promotional opportunities including case studies for use across internal and external channels.
- Monitor engagement data and other information, disseminating and advising on issues related to the program to the Economic Wellbeing Engagement Manager and project team.

Stakeholder engagement

- Proactively initiate – and leverage existing – relationships with stakeholder networks including local business, councils, community and support groups, the No Interest Loan provider network, and Good Money Morwell store to drive eligible applicants to LaunchME.
- Provide strategic engagement advice, support and consultancy to the project team and organisation to expand the program and its impact.
- Strengthen communication between GSANZ and local community networks in line with strategy.

Leadership

- Deliver strategic marketing, communications and engagement in line with Good Shepherd’s vision and values.
 - Support an innovative and results-driven culture within the team that drives change and ensures effective collaboration within GSANZ.
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Responsibilities of Good Shepherd Employees

Strategy

- Deliver service aligned with team operational plan and Good Shepherd's strategic plan
- Contribute to development of team plan
- Demonstrate understanding of social justice and community capability building concepts

People

- Demonstrate commitment to own learning and development
- Contribute to development of a high-performance team through demonstration of capabilities outlined in Good Shepherd's leadership capability framework
- Participate actively in regular formal supervision
- Share knowledge and practice insights with colleagues
- Take responsibility for own wellbeing

Clients

- Deliver best practice service to clients in line with agreed goals/contribution
- Seek feedback from client/stakeholders/peers in order to reflect and improve on service support for own practice
- Maintain a client-centred approach to service delivery at all times

Service Delivery and Operations

- Deliver all services in line with service standards and program procedures
- Maintain accurate data, information and reporting at all times
- Maintain agreed service level agreements
- Provide timely reporting in line with department requirements
- Other duties as reasonably required

Stakeholders

- Liaise effectively with referral network
- Work collaboratively with other service providers to deliver valued outcomes for clients
- Develop constructive, collaborative relationships with other Good Shepherd team members and departments

Compliance

- Demonstrate behaviour consistent with Good Shepherd mission, values, behaviours and policies at all times
- Maintain agreed quality standards
- Maintain OH&S standards at all times

Qualifications, Experience and Mandatory Requirements

1. Formal qualifications in Marketing, Communications, Public Relations, Journalism, or equivalent demonstrated experience
 2. A satisfactory National Police Check
 3. A satisfactory International Police Check (if you have resided outside of Australia within the last 5 years)
 4. A current Employee Working with Children's Check (WWCC) or state equivalent
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Key Selection Criteria

1. Experience in the development of marketing and engagement plans that leverage community networks and relationships to drive targeted community participation.
2. Experience in the tactical delivery, monitoring and evaluation of marketing and engagement activities to meet strategic goals.
3. Experience working with internal and external stakeholders, including community, business and councils, and the ability to build and maintain strong collaborative relationships.
4. Understanding of financial hardship, family and domestic abuse, social justice and community capability building concepts.
5. Experience in a client-centred approach to service delivery at all times.

Values & Behaviours

We are all co-responsible for the delivery of the Good Shepherd Mission and living our values by modelling these behaviours in all that we do.

Value of each person | Reconciliation | Justice | Zeal | Audacity | The value of each person

Additional information

Applicants from Aboriginal and Torres Strait Islander and CALD backgrounds are encouraged to apply.

Employment is subject to:

- Relevant Qualifications/Registration Name
- A current national Police Record Check
- A current Employee Working with Children Check (WWCC) or state equivalent
- Proof of the right to work in Australia

The above requirements will need to be supplied and verified prior to commencement

Work Health and Safety (WH&S): All team members are required to carry out their duties in a manner that does not adversely affect their own health and safety and that of others by reporting all incidents and injuries as well as cooperating with any measures introduced in the workplace to improve WH&S.

Pre-existing injury: The person appointed to this position will be required to disclose any pre-existing injuries or disease that might be affected by employment in this position. This will assist the organisation in providing a safe work environment.

Equal opportunity: Good Shepherd is an equal opportunity employer. We recognise the rich diversity of people across Australia. We are committed to ensuring that our team is reflective of the diverse community we serve and to supporting a culture of equity, inclusion and diversity. All team members have a responsibility to be familiar with and adhere to the organisation's policies and procedures.

Child Safe Employer: Good Shepherd Australia New Zealand is a Child Safe employer. Employment is subject to satisfactory referee checks, a current employment working with Children Check, National Criminal History check and proof of the right to work in Australia.

Cultural competency: Good Shepherd strives to maintain a culturally competent and inclusive workplace. All team members are expected to undergo cultural competence training as part of their professional development plans.

Salary packaging is available to all employees.