



Position Description

Position Identification			
Position Title:	Marketing and communications Officer		
Direct Reports	0	Indirect Reports:	
HRIS Position Number:	2091	Effective Date:	July 2021
Location:	Chifley Drive, Preston		
Scope of Practice:	Not Applicable		
Delegation of Authority:	Refer to Delegation of Authority Policy		
Agreement/Classification	Merri Health Enterprise Agreement		
*For HR use only	• Grade 1		
Organisational Context			
Divisional:	Healthy Communities		
Program:	Merri Carer Services	Unit: Community Engagement and Program Development	
Organisational Chart	<pre>graph TD; Manager[Manager Merri Carer Services] --> TeamLeader[Team Leader Community Engagement & Program Development]; TeamLeader --> NDIS[NDIS & Mental Health Engagement Officer]; TeamLeader --> Aged[Aged Services Program Officer]; TeamLeader --> Young[Young Carer Engagement officer]; TeamLeader --> Marketing[Marketing and communications officer]; TeamLeader --> Admin[Administration Support Officers]; TeamLeader --> Support[Support for Carers Program Officers];</pre>		
Position Summary			
<p>The Marketing and Communications Officer is a new role developed to assist with the promotion of carer services including the Carer Gateway. Carer Gateway services are delivered by eight outlets across Victoria. It is an initiative of the Australian Government to provide in-person, online and over the phone information and practical support for Australia’s 2.65 million carers. Merri Carer Services delivers Carer Gateway services in the Northern Metro region of Victoria.</p> <p>Reporting to the Team Leader Community Engagement and Program Development and working in collaboration with the Carer Gateway Marketing and Communications Advisor, you will play an important role increasing the visibility of carer services across the Northern Metro region of Melbourne.</p> <p>This role will see you working in partnership with the Merri Carer Services Community Engagement team to develop and create content that tells the stories within our services and supports and the people who access them, while ensuring Merri Health and Carer Gateway brand integrity is maintained across communications and marketing.</p>			



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Position Accountabilities

Responsibilities

Reporting to the Team Leader, Community Engagement and Program Development, you will:

- Uncover and tell stories that will drive engagement in the supports offered by Merri Carer Services and the Carer Gateway
- Work with the Community Engagement team to develop a suite of newsletters that target a range of carer cohorts and sector stakeholders
- Work with the Community Engagement team to ensure all target cohorts are included in Community Engagement activity planning
- Work with the Team Leader Community Engagement and Program Development to prepare monthly updates on your deliverables/activities in support of the Carer Gateway State Marketing and Communications Plan
- Attend bimonthly Carer Gateway outlet marketing and communications meetings (virtual)
- Produce content for the Carer Gateway e-newsletter, intranet and other communications channels based on Merri Carer Services carer activities (carer profiles, partner projects, staff profiles, etc)
- Prepare and submit 2 social media posts via Merri Health social media channels per month (Facebook/Instagram/Twitter)
- Produce mid-weight collateral (flyers, promotional items, etc) while adhering to brand guidelines
- Support the development and delivery of local events and promotional activities (minimum 4 per year)
- Ensure Carer Gateway information and activity is present and accurate on the Merri Health's website.
- Work with the Community Engagement team to establish and maintain connections with local services
- Establish and maintain connections with internal stakeholders across Merri Carer Services and Merri Health more generally
- Manage correct deployment of Merri Health and Carer Gateway branding and information on websites, collateral, etc.
- Establish a working relationship with the Merri Health marketing and communications team to ensure Merri Carer Services and Carer Gateway content is deployed through Merri Health marketing channels (social media, newsletters, web content)
- Liaise with vendors
- Support implementation of Carer Gateway State Marketing and Communications Plan within the Northern Metro region
- Coordinate local media opportunities
- Help drive an increase in calls, registrations and web traffic to Carer Gateway website from the Northern Metro region.
- Research and report back on costings for local marketing and



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	<p>communications activities</p> <ul style="list-style-type: none"> • Capture events and noteworthy Merri Carer Services and Carer Gateway activities in photo and video • Explore opportunities to further promote the Carer Gateway <p>Other Duties</p> <ul style="list-style-type: none"> • Maintain and enhance professional knowledge and technical skills by keeping up to date with new developments and relevant trends. • Undertake any reasonable additional tasks as directed by Merri Health. • Ensure compliance with all relevant legislation, funding guidelines, service standards and contractual obligations. • Practice complies with professional registration, national code for health care workers and delegated scope of practice.
Safety and Risk	<p>Occupational Health & Safety (OHS)</p> <ul style="list-style-type: none"> • All employees have a duty to take reasonable care for the health and safety of themselves and others affected by their actions at work, and to comply with Merri Health's OHS Frameworks. <p>Physical Inherent requirements (PIR)</p> <ul style="list-style-type: none"> • Involves sedentary tasks requiring a low level of physical activity and alternation between seated and standing positions • Incorporates computer based activities, where employees are required to maintain a slight to moderate degree of cervical flexion for periods of several minutes at a time, occasionally sitting for periods in excess of 20 minutes • Sound upper limb joints, with the ability to withstand repetitive upper limb activity • May be required to occasionally lift and carry items weighing up to 10kgs <p>Quality & Risk</p> <ul style="list-style-type: none"> • Be proactive in risk identification, notification and management. • Comply with Merri Health's policies and procedures • Participate in quality improvement activities and engage clients in these activities when relevant. <p><i>Merri Health is an equal opportunity employer and committed to ensuring a safe environment for children and young people. We encourage individuals of diverse backgrounds including but not limited to those from the Aboriginal and Torres Strait Islander, Culturally and Linguistically Diverse, the GLBTIQ community and those living with a disability to join our workforce.</i></p>
Capabilities	<p>All employees are expected to align their behaviours and utilise capabilities (or 'soft skills') in line with our organisational values and the level of responsibility of the position. The capabilities for this position can be found within Merri Health's Capability Matrix.</p>
Key Selection Criteria	
Essential	<ul style="list-style-type: none"> • At least two years' experience in a similar role. • Formal qualifications in marketing, communications or public relations. • Proficiency in content creation, internal and external communications, marketing campaigns, event management (online and in person) and stakeholder management. • Strong writing skills and a capacity to produce compelling copy.



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	<ul style="list-style-type: none">• Expertise with the Adobe suite, in particular Photoshop and InDesign, and the MS Office Suite• Basic video production still photography skills
Desirable	<ul style="list-style-type: none">• Sound knowledge of statewide and commonwealth carer services• Knowledge and understanding of the aged care/disability service system, including the local network of services available in the region• Ability to speak a relevant community language• Experience working with people from culturally diverse communities• Ability to occasionally work outside normal working hours to ensure the needs of carers are met
Checks, Licences and Registration	<ul style="list-style-type: none">• National Police check• Working with Children check• Current full or probationary Drivers Licence• Statutory Declaration• Immunisation Category C