

Position Description			
Position Title:	Marketing & Communications Specialist	Team:	Marketing & Communications
Location:	80 Railway St, Cottesloe WA 6011	Reports To:	CEO
Direct Reports	Marketing Coordinator		

1. Role Purpose

The Marketing & Communications Specialist is responsible for developing and executing Solaris Cancer Care's (SCC) marketing strategy, achieving business growth goals through strong client engagement and the promotion of fundraising campaigns. They use customer relationship management systems and marketing analytics to successfully deliver digital marketing, search engine optimisation and direct mail campaigns.

2. Core Expectations – Individuals

Zero Harm	<ul style="list-style-type: none"> • Demonstrates awareness of and commitment to health, safety, and environmental issues and actions to address these issues; takes action to ensure zero harm to all staff, volunteers, patients, and clients with zero environmental incidents.
Solaris Values	<ul style="list-style-type: none"> • Demonstrates and role models Solaris Values: <ul style="list-style-type: none"> Compassion: <ul style="list-style-type: none"> - act with compassion at all times - demonstrate kindness and consideration Respect: <ul style="list-style-type: none"> - act fairly and equitably - respect all individuals and value their contribution - respect privacy and confidentiality - create an environment that recognises the importance of diversity and is free of discrimination, harassment or victimisation Empowerment: <ul style="list-style-type: none"> - be accountable, acquire knowledge and skills to find a deeper investment in working and volunteering with Solaris Cancer Care - Enhance collaborative and creative contribution to the Cancer Community of WA - Welcome suggestions and implement improvements Care: <ul style="list-style-type: none"> - Always help and comfort others - Provide physical and emotional safety for others Community: <ul style="list-style-type: none"> - Work together with others to achieve common goals - Engage actively with the communities we work in
Action Orientation	<ul style="list-style-type: none"> • Gets results – achieves job goals set by self and others, meets timelines, pushes to achieve stretch goals, demonstrates enthusiasm, persistence, and tenacity.
Building Strong and Authentic Relationships	<ul style="list-style-type: none"> • Has a range of interpersonal skills and approaches, and can adapt these to accomplish work goals. Relates well with all kinds of people, up, down, sideways. • Builds appropriate rapport and uses diplomacy and tact. • Ensures people feel valued, appreciated and included in discussions. Consistently have positive dealings with staff, volunteers, patients and clients. • Is passionate about providing exceptional service to clients, patients, and the community.

Putting Clients/ Patients First	<ul style="list-style-type: none"> • Commits to building enduring relationships and delivering optimal client and patient solutions. • Effectively meets internal and external client and patient needs, builds proactive relationships, takes responsibility for client and patient satisfaction and loyalty. • Acts to make a real difference in the lives of people worked with.
Dealing with Change	<ul style="list-style-type: none"> • Demonstrates agility and is able to remain effective when experiencing major changes in work tasks or the work environment. • Maintains a positive attitude and continues to deliver exceptional results in the face of challenging situations.
Integrity and Trust	<ul style="list-style-type: none"> • Consistently delivers what they say they will on time. Keeps their promises to their peers, manager, clients and patients. • Diligent in adhering to required Company and Client processes, policies and legislation. • Open to personal development and prepared to admit and learn from their mistakes.
Supporting Others	<ul style="list-style-type: none"> • Leads by example, builds committed, empowered and motivated relationships and supports others achieving their objectives.
Valuing Difference	<ul style="list-style-type: none"> • Respects difference in all its forms. • Values diversity as a strength and uses it positively.
Learning Mindset	<ul style="list-style-type: none"> • Shows drive and motivation and a commitment to learning. • Strives for continual improvement by looking for ways to challenge and develop. • Brings an innovative approach, fresh thinking and curiosity to develop practical solutions.
Technical and Functional Skill	<ul style="list-style-type: none"> • Demonstrates technical skills and applies the necessary skills and behaviours to tasks to deliver quality, accurate and timely work to the team and external clients aligned with their experience and position responsibilities.

3. Core Expectations – Leading People

Manages, Coaches and Develops People	<ul style="list-style-type: none"> • Engages, motivates employees and volunteers to develop their capability and potential.
Inspires Direction and Purpose	<ul style="list-style-type: none"> • Creates a positive and engaged team environment. • Communicates goals, priorities and vision and recognises achievements.
Leads Change	<ul style="list-style-type: none"> • Leads, supports, promotes and champions change, and assists others to engage with change.
Business Acumen	<ul style="list-style-type: none"> • Knows how the business works and what drives value to stakeholders, and how they and the team can contribute towards the goals and strategy of the business.
Managing Vision & Purpose	<ul style="list-style-type: none"> • Understands and communicates the company's strategy and KPI's. • Translates the strategy into practical goals and objectives for their team. • Takes actions that are aligned with company's strategy and KPI's.

4. Typical Duties & Responsibilities

	Duties and Responsibilities	% of Time
Operations	<ul style="list-style-type: none"> • Understand and interpret SCC’s overall vision and business development strategy. • Develop, implement, and maintain SCC’s board approved marketing and communications strategy based on market intelligence and in alignment with SCC’s strategy, budgets, and business plan. • Maintain a fit for purpose website that is functional, affordable, scalable, user friendly and enables targeted business growth in chosen markets. • Plan and implement targeted and prioritised campaigns in chosen markets. • Identify new markets and business growth opportunities and prepare cost benefit analyses for proposed campaigns. • Design, develop and distribute marketing and communications materials, collateral, and processes. • Develop SCC’s advertising/promotion campaigns in line with the marketing strategy. • Plan and implement initiatives to enhance and maintain SCC’s brand awareness and reputation. • Build and maintain effective working relations with SCC’s evolving client and partner network. • Build relationships with and win coverage in relevant media outlets. • Collaborate with the Marketing Coordinator and relevant contractors, delegating as required. 	60%
Service Delivery	<ul style="list-style-type: none"> • Develop a fit for purpose process to measure and monitor client satisfaction levels, in collaboration with the Marketing Coordinator and relevant contractors. • Develop a fit for purpose process to measure and monitor brand recognition, reputation, and preferred partner status. • Raise client issues and complaints to management promptly and in line with SCC’s core values. • Generate new service engagement leads and contacts. 	20%
Continuous Improvement	<ul style="list-style-type: none"> • Measure the impact of the marketing strategy and implement continual improvement strategies in the organisation’s marketing systems, based on outcomes. 	15%

5. Qualifications and Experience

Qualifications	<p>Essential</p> <ul style="list-style-type: none"> • Accredited qualifications in marketing or a related discipline, or equivalent industry experience in marketing.
Experience	<p>Essential</p> <ul style="list-style-type: none"> • 3+ years’ marketing experience with a digital focus • Ability to design and layout marketing collateral in both digital and print formats, particularly with Adobe Creative Cloud and Canva • CMS experience in WordPress or similar. • Electronic Direct Mail marketing management experience
Skills/ Ability & Knowledge	<ul style="list-style-type: none"> • Demonstrates initiative, self-direction and is proactive with their approach to work. • Strong time management skills with the ability to prioritise competing deadlines. • Outstanding interpersonal communication skills with both internal and external stakeholders. • Strong creative written and verbal communications skills with the ability to tailor information based on the audience. • Collaborative project management skills

	<ul style="list-style-type: none">• High level copywriting abilities, including drafting EDM stories, content for marketing collateral, website copy, and assistance with supporter proposal submissions.• Computer literacy, including Microsoft 365, Salesforce, and social media schedulers.
--	--

6. Certification

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

7. Employee Declaration

I have read and understand this Position Description. I understand that I must comply with the Position Description and all the terms of my employment by the Company, including complying with the specific policies and procedures that are in effect.

I understand that the Company has the right, at its sole discretion, to make reasonable changes to my Position Description to meet the needs of the business. I understand that any breach may result in counselling, disciplinary action or the termination of my employment with the Company.

Signature

Name

Date