
	Position Title: Community Engagement Worker	Team: Foster Care	
	Band: A	Salary:	Date: July 2025

OUR VISION AND PURPOSE	ROLE CONTEXT
<p>We believe children, young people and families should be safe, thriving and hopeful.</p> <p>Our Vision for 2026: Together we will courageously change lives and reimagine service systems.</p> <p>For over 140 years, Berry Street has adapted to a changing world, and we will continue to adapt to achieve our purpose.</p> <p>Berry Street will continue to be a strong and independent voice for the children, young people, and families with whom we work. In collaboration with others, we will advocate for investment in early intervention and prevention services that enable families to be safe and stay together. We will use approaches that are culturally safe and informed by the best evidence available. We will measure and learn from the impact of our work, and we will continually contemporise our models of practice.</p> <p>We look forward to working with our staff, carers, partners, supporters, and government, to ensure children, young people and their families can create the future they imagine for themselves.</p>	<p>Berry Street in the Hume region offers a therapeutic foster care model providing enhanced carer support and service for children and young people with increased complexities and/or behaviour challenges who require specialised support within a foster care setting. The model includes the additional support of a therapeutic clinician, increased minimum financial supports and additional specialised training for carers providing therapeutic placements.</p> <p>The Community Engagement position is a newly created position as a part of the therapeutic foster care model to drive foster care recruitment initiatives to increase our foster care resources and consequently foster carers available to provide therapeutic foster care placements.</p> <p>This Community Engagement position will operate within Berry Street’s Hume Region, providing services in the following Shires – City of Greater Shepparton, Shires of Moira, Strathbogie, Murrindindi & Mitchell.</p>

OUR VALUES	PRIMARY OBJECTIVES OF THE ROLE
<p>We expect all staff to apply these Values in all aspects of their work.</p> <p>Courage: to never give up, maintain hope and advocate for a ‘fair go’.</p> <p>Integrity: to be true to our word.</p> <p>Respect: to acknowledge each person’s culture, traditions, identity, rights, needs and aspirations.</p> <p>Accountability: to constantly look at how we can improve, using knowledge and experience of what works, and ensure that all our resources and assets are used in the best possible way.</p> <p>Working Together: to work with our clients, each other and our colleagues to share knowledge, ideas, resources and skills.</p> <p>Berry Street is committed to being a child safe, child friendly and child empowering organisation. In everything we do we seek to protect children.</p>	<p>This position will be situated in our Carer Recruitment, Assessment & Training team and is pivotal in expanding our foster carer resources to enable greater capacity to respond to regional demand for placement of children in therapeutic foster care.</p> <p>This position will take primary responsibility for:</p> <ul style="list-style-type: none"> • Development & implementation of a detailed Community Engagement plan. • Take the lead role in foster carer recruitment activity including localised carer recruitment initiatives, developing and nurturing key partnerships and stakeholder relationships to collaborate and promote the message to the community of the need for more foster carers. • A focus on support and retention activities for accredited carers to ensure carers feel valued and supported to continue the critical role of foster caring. • Responding to enquiries from the community specific to foster care. <p>REPORTING RELATIONSHIPS</p> <p>This role is based at our Shepparton Office in Berry Street’s Hume Region, Yorta Yorta Country.</p> <p>This role reports to Team Leader Foster Carer Recruitment, Assessment & Training Team who will provide supervision and review.</p>
EXPECTATIONS	
<ul style="list-style-type: none"> • Conduct oneself in accordance with the Berry Street Code of Conduct, which is underpinned by the values of accountability, courage, integrity, respect and working together within the principles of continuous improvement. • Raise all health, safety, and wellbeing issues or concerns with managers, observe all safe work procedures and instructions, and take reasonable care for their own safety and for the safety of work colleagues by always operating in a safe and appropriate manner. • Participate in regular supervision, performance planning and review processes and probationary reviews. • Complete mandatory training within designated timeframes. • Berry Street is committed to service delivery that prioritises and celebrates diversity and inclusion in our staff and the children, young people and families we support. Every individual is treated with dignity and respect regardless of their cultural background, ability, ethnicity, gender identity, sexual orientation, spirituality, or religion. • Berry Street is committed to the cultural safety of Aboriginal and Torres Strait Islander children; children from culturally and/or linguistically diverse backgrounds; children with a disability; children who identify as LGBTIQ+. 	

KEY SELECTION CRITERIA: KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED TO FULFIL THE ROLE

- Excellent written and oral communication skills (including public speaking, presenting, and facilitation skills).
- High-level inter-personal, relationship and communication skills, with expertise in public speaking and presentations.
- Demonstrated ability to flexibly manage competing priorities, monitoring workloads and practising and promoting self-care strategies.
- Experience in the effective use and management of databases.
- Demonstrated ability to build and maintain relationships with a wide variety of stakeholders
- Highly motivated with enthusiasm, drive, creativity and initiative.
- Demonstrated capacity for innovation in the development of campaigns to recruit foster carers and raise the profile of foster care to the community.
- Demonstrated ability to professionally represent Berry Street to the public in the promotion of Foster Care
- Ability to review data and trends to inform marketing and foster care recruitment activities.
- Demonstrated ability to develop and nurture localised key partnership to collaborate in the promotion of foster care messaging.
- Provide education on Foster care to the community and the need for more carers.
- Take a lead role with the development and implementation of foster carer retention initiatives.
- Demonstrated understanding of the key principles underpinning Berry Street’s approach to therapeutic care and the ability to message this to the community & key stakeholders.
- Understanding of the complexity of working with and supporting volunteer carers in the foster care context.

QUALIFICATIONS AND OTHER REQUIREMENTS

- A formal qualification in social work, psychology, marketing, communications, or business administration (with a marketing focus) or relevant field is required.
- Staff members must hold a valid WWCC, current drivers licence at all times and undergo a Criminal Records Check prior to employment. Subsequently, staff must report any criminal charges or court appearances.
- Positions working in unsupervised contact with young people in Out of Home care settings will be subject to Worker Carer Exclusion Scheme (WCES). Employees have a legal obligation to advise Berry Stret if they are under investigation or have been excluded prior to and during the course of their employment.

DESIRABLE

- Experience with marketing initiatives.
- Experience in supporting and working with volunteers
- Knowledge and understanding of the Foster Care service system

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

ACCOUNTABILITY	SPECIFIC RESPONSIBILITIES
<p>Direct Service Delivery</p>	<ul style="list-style-type: none"> • Development of a community engagement plan outlining key marketing & recruitment approaches inclusive of key messaging, required resources, timeframes, stakeholders, success measures, key outcomes etc • Taking the lead role in recruitment activity; this may include community presentations, “cold calling”, liaison with media, identifying key personnel & business contacts, attending local markets & community events, setting up displays / information booths across the service delivery area & actively seeking out opportunities for promotion of foster care. This may include some out of hours and occasional planned weekend work. • Work with key stakeholders to produce appropriate collateral for recruitment activities in accordance with Berry Street’s branding requirements. • Take lead responsibility for the facilitation and on-going management of the programs carer Buddy initiative to assign newly accredited carers with existing carers to foster relationships, strengthen the carer network enabling carer mentoring. • Collaborate with marketing, communications and other Berry Street internal programs & teams. • Develop an annual carer retention plan based on carer feedback & to budget. • Facilitate the implementation of carer retention activities, nurturing carer connections and enhancing support for foster carers. This may include some out of hours work and planned occasional weekend work. • Respond to foster care enquiries from prospective carers in the community. • As required undertake carer assessments, facilitate training opportunities & complete re-accreditation processes in accordance with program requirements & prescribed assessment & training frameworks.
<p>Administration and Reporting</p>	<ul style="list-style-type: none"> • Document & evaluate the success of engagement & recruitment activities. • Review foster enquiry data & trends to inform community engagement activities and investment in foster care marketing. • Collect and collate statistical information regarding foster care profiles to inform foster care marketing approaches. • Initiate reach to key stakeholders and complete follow up correspondence with foster care recruitment information. • Assist in the development of presentation material for community events. • Evaluate & regularly review & refresh recruitment activity • Provide administrative assistance to the co-ordination and facilitation of Information Sessions & Shared Lives training for prospective carers in collaboration with regional foster care teams as required. • Use the appropriate tools, including electronic and web enabled and client, care-giver and case management information management systems to capture critical client information.

Community, Education & Development	<ul style="list-style-type: none">• Develop a detailed community engagement plan that clearly outlines, foster carer recruitment initiatives.• Build knowledge and understanding of the complexities of service delivery for the foster care program to provide informed & educated responses to the community enquiring about foster care.• Undertake outreach to local communities to extend the reach of the Berry Street Foster care recruitment message through in person attendance to local events, presentations, education facilities, sporting clubs and other institutions. This may include some out of hours work and planned occasional weekend events.• Represent Berry Street at relevant forums and networking events enhancing perceptions & raising the profile of foster care.• Build relationships & collaborate with Berry Street staff employed in engagement positions and participate in Community of practice initiatives as appropriate.
Other	

INHERENT REQUIREMENTS OF WORK ACTIVITIES / ENVIRONMENT

Following is a table that outlines the main physical and psychological requirements of the position.

Element	Key Activity	Frequency
Client Facing and Service Delivery	Work with clients who may have a physical, psychiatric, or sensory disability.	Not Applicable
	Interact with clients and members of the public who may display the full range of emotional expressions, including parents, partners, significant others, family members, advocates, doctors, police.	Not Applicable
	Work with complex clients which may expose you either directly or vicariously to emotionally challenging concepts such as self-harm, trauma, illegal activity and/or violence.	Not Applicable
	Drive vehicles with possible distractions from client behaviour, verbal or physical.	Not Applicable
	Work in a client's home or their family home alone and/or with others.	Not Applicable
	Represent, advocate, and cooperate with legal processes which may include attendance to court.	Not Applicable
Work Environment	Manage demanding and changing workloads and competing priorities.	Not Applicable
	Work in different geographic locations.	Not Applicable
	Be exposed to all outdoor weather conditions.	Not Applicable
	Work via computer from home as required.	Not Applicable
	Work office hours with the possibility of extended hours. Flexible arrangements by agreement.	Not Applicable
	Work rostered hours with the possibility of overtime.	Not Applicable
	Work on-call after hours.	Not Applicable
	Work in an open plan office with no assigned desk.	Not Applicable
	Work in buildings which may require the use of stairs or elevators.	Not Applicable
	Sit at a computer or in meetings/meeting rooms via video conference facilities or in person for extended periods.	Not Applicable
	Work in a client's home or their family home alone and/or with others.	Not Applicable
	Work in educational or community facilities.	Not Applicable
	Drive vehicles possibly over long distances and in all traffic and weather conditions.	Not Applicable

	Undertake training and professional development activities both internal and external to the organisation.	Not Applicable
Administrative Tasks	Undertake administrative tasks which may include the following: computer work, filing, data entry, writing reports, case notes/plans and client records. Manage resources and budgets. Research and analyse information and data.	Not Applicable
	Use technology including computers, photocopiers, telephones including mobiles, projectors, televisions, video conference facilities and electronic whiteboards.	Not Applicable