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Position Title: Marketing and engagement coordinator
Basis of Employment: Parttime
Reports to: Chief Executive Officer
Location: Hybrid role - Ringwood East and remote working.

Position Summary:

This role works closely with the CEO and Executive Team to advance RALAC’s strategic goals and enhancing our outreach and influence.

The primary purpose of the position is to create positive RALAC brand awareness as a means to:

1. securing substantial capital funding from government and philanthropic sources
2. maintaining high occupancy levels in our specialist homeless residential aged care service (Lionsbrae Hostel) and community housing accommodation (Lionswood Village and Wilana Village)
3. recruiting and retaining excellent staff who are proudly engaged with our mission and vision
4. inspire philanthropic giving including bequests
5. maximising RALAC’s impact by enhancing our reputation and visibility across targeted yet diverse communities.

Collaboration with the CEO and Executive Team will be essential to provide strategic guidance in designing and implementing comprehensive marketing and philanthropic strategies. Through these efforts, this position will play a pivotal role in advancing RALAC mission to serve the elderly and most vulnerable people in our community.

Key responsibilities



Marketing, Communications and Brand Strategy

1. Design and lead the communication strategy, across online, ambient, and print channels, ensuring clear communication and a strong brand narrative.
2. Monitor the development, implementation and evaluation of RALAC’s marketing and communications strategy.
3. Develop, lead and implement contemporary multichannel marketing, communication and strategic partnership initiatives designed to enhance brand integrity across all platforms, to support the strategic objectives of the business.
4. Manage a calendar of communications (eDM, social, digital, and print) in consultation with the RALAC team, which supports the efforts of all areas of the RALAC.
5. Lead the development and management of marketing and communications strategies, initiatives, policies, processes and systems that align and support organisational priorities and objectives.
6. Support the CEO with speech writing and other communications as required.

Government relations

7. Work closely with the CEO to:
 - develop and deliver an engagement strategy (for Board approval) targeted at reaching and successfully influencing key decision makers within the Maroondah City Council, Victorian Government, Commonwealth Government and government agencies.

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- develop a persuasive and cogent pitch, designed principally to (a) raise awareness of RALAC and its services, and (b) secure capital funding from the Commonwealth Government and philanthropic organisation.

Stakeholder engagement (Non-government)

8. Develop effective cross-departmental relationships and an effective working partnership with all parts of the organisation to align and integrate donor activities.
9. Be a voice for donors in the organization to ensure the importance and progress of partnerships are widely understood.
10. Adopt strategies and communication styles that foster trust and cooperation.
11. Generate positive publicity for the organization. Highlight success stories, community involvement, and initiatives that demonstrate the organisation's commitment to serving our residents.
12. Foster positive relationships with residents, families, caregivers, staff members, and local community members to ensure that their needs and concerns are addressed effectively. Actively seek feedback and incorporate suggestions for improvement.

Digital Marketing

13. Utilise digital marketing tactics to reach a broader audience, including older people and their families and workers in the homelessness / social support sector. Maintain an informative and user-friendly website, engage with followers on social media platforms, and implement targeted online advertising campaigns.
14. Measure the effectiveness of marketing campaigns and philanthropic activities using key performance indicators (KPIs) such as referrals, website traffic, and community engagement metrics. Use data to refine strategies and maximize impact.

Content Creation



15. Create informative content that educates older people, people experiencing homelessness, and their families and support networks about the aging process, homelessness, and available care options. This might include blog posts, videos, and brochures that address common concerns and questions.

Philanthropic Giving Strategy

16. Work with the CEO to develop a comprehensive philanthropy strategy to deliver revenue against targets and maximize donations and philanthropic gifts to RALAC including grant funding.
17. Work across RALAC to seek opportunities to deepen donor engagement.
18. Ensure positive experiences and enduring relationships between donors and RALAC.
19. Evaluate, monitor, and report on the ongoing performance of fundraising and communications strategies.
20. Work with residents and involve them in annual fund-raising activities.

Philanthropy and Fundraising Management

21. Manage the development, production, and implementation of annual appeals ensuring an elegant multi-channel approach designed to grow acquisition of donors to RALAC.

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22. Find and support other opportunities to raise funds through grants, campaigns and appeals for RALAC programs and projects.
23. Participate in philanthropic development including submissions and tenders for funding.

Professional conduct and continuous improvement

Our Marketing and engagement coordinator / manager will have the following personal characteristics

- Strongly demonstrates a positive attitude to the agreed responsibilities of the position.
- Consistently complies with organisational and legislative policies and compliance requirements.
- Understands and integrates the values and philosophy of the organisation into work practices.
- Maintains confidentiality at all the times.
- Consistently follows organisational and service policies and procedures.
- Demonstrates strong and ethical decision-making ability.
- Demonstrates sensitivity to community issues
- Leads and manages change effectively.
- Demonstrates strong communication and interpersonal skills
- Consultative, cooperative, and fair and able to work as part of a team.

Key selection criteria

The following criteria will inform our selection decision.



These are essential:

24. Bachelor's degree (or progress towards same) in marketing, communications, public Relations, Business Administration, or related field. Or Minimum of 5-7 years of progressive experience in marketing, communications, and philanthropy, preferably in the aged care, health, homelessness, or social services sector.
25. Experience in developing and implementing engagement strategies, philanthropic programs, fundraising campaigns, and community engagement initiatives. Familiarity with donor cultivation, stewardship, and grant writing processes.
26. Excellent written and verbal communication skills
27. Demonstrated ability to implement project plans and timelines, regularly communicate with stakeholders, and monitor project progress and budget.
28. Demonstrated ability to communicate across a range of mediums which includes websites, social media, direct response marketing, ambient marketing and in print.
29. Experience utilising client relationship management / data base software.
30. Demonstrated experience in developing successful marketing and communication strategies

These are highly desirable:

31. Demonstrated outstanding administration and organisational skills, including proficient and experienced with the use of Microsoft Office, IT systems, applications and software.
32. Experience in the Aged Care sector or not for profit sector

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33. A commitment to high quality output and attention to detail
34. An understanding of the needs of and the ability to always communicate respectfully with the elderly.
35. A proven capacity to relate to others at all levels.
36. Ability and willingness to foster and initiate continuous process improvement.
37. Self-motivated with an ability to work unsupervised.

KEY PERFORMANCE CRITERIA



In addition to the performance standards and responsibilities outlined in this Position Description, a comprehensive set of Key Performance Criteria will be used to clearly establish performance and expectations and to review performance as per performance review clause.

The following tables the overarching areas of performance and the specific measures that are to be initially developed by CEO in consultation with the incumbent and then reviewed annually.

Area of Performance:	
Leadership and support	<ul style="list-style-type: none"> • Demonstrated transparent, collaborative and consultative structure exists • Evidence of achievement of KPIs
Legal/regulatory compliance	<ul style="list-style-type: none"> • Evidence of compliance with all policies and procedures • Evidence of knowledge of legislation relevant to human resources and health and safety
Continuous improvement and quality management	<ul style="list-style-type: none"> • Demonstrated compliance with the Aged Care Accreditation Standards • Evidence of quality improvement programs in place • Evidence of ongoing professional development is available for all staff
Financial management	<ul style="list-style-type: none"> • Evidence that budget KPIs are achieved • Demonstrated knowledge of revenue and financial drivers
Strategic direction	<ul style="list-style-type: none"> • Demonstrated provision of strategic and operational direction
Workforce development and human resource management	<ul style="list-style-type: none"> • Evidence of effective recruitment of appropriate employees • Evidence of effective induction and orientation of new employees. • Evidence of effective retention of employees • Evidence of appropriate training relating to role • Evidence of all employees' participation in annual performance review • Evidence of all human resources duties meeting or exceeding organisational requirements
Health and safety	<ul style="list-style-type: none"> • Evidence of effective health and safety throughout ralac • Demonstrated competency in fire and emergency procedures • Contribution to workplace safety; minimised workplace injuries and accurately reported staff accidents and incidents

PERFORMANCE REVIEW

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The Marketing and engagement coordinator / manager's performance shall be evaluated by the CEO or delegate at 3 months service, 6 months service and at the conclusion of 12 months service and thereafter each subsequent 12 months, on termination of service and/or on request.

ralac's policy is that concerns over skill and performance of employees are addressed, wherever possible, through a performance review which is not related to the Disciplinary Procedure.

Note: Statements in this position description are intended to reflect, in general, the duties and responsibilities of the position and are not to be interpreted as being all inclusive.

Specific Physical Requirements of the Position

The following requirements will be needed to carry out the essential elements of the position as outlined in the position description.

The frequency descriptions relate to the following time frames:

- Continuous = 75% to 100% of the workday
- Frequent = 25% to 75% of the workday
- Infrequent = 0% to 25% of the workday

Continuous	
Sitting	Sitting is required when carrying out documentation or administration requirements.
Balancing	Balancing is required to maintain body equilibrium to prevent falling when walking, standing, crouching and/or lifting whilst carrying out job requirements.
Handling and feeling	Handling and feeling are required, finger dexterity and hand-eye coordination, along with full hand and wrist movement, also the ability to perceive attributes of objects by touching with skin, particularly that of the fingertips.
Communication	Required for job requirements. An excellent understanding of the English language is required when dealing with external organisations and ralac staff. Also, the ability to communicate effectively.
Hearing	Ability to maintain hearing acuity, with correction, if required, and the ability to hear and understand whispered conversations at a distance of up to 1 metre. Ability to interpret what is being heard.
Vision	Ability to see and recognise objects and read documents. Ability to discriminate between colours and to determine depth perception.
Smelling	Ability to distinguish odours and identify hazards.
Frequent	
Standing and walking	Standing and walking are required for movement around the facility. It will require the ability to fully use both legs on a variety of surfaces.
Reaching and stretching	Reaching and stretching is required in carrying out administration duties, and in the movement of objects.
Grasping/finger movement	Grasping and finger movement (e.g. pinching, picking, typing) is required to hold onto objects. It will require the ability to perform repetitive motions with hands, wrists and fingers.
Repetitive motions	Repetitive motions of the wrists, hands or fingers may be required when carrying out administration duties such as, but not limited to typing.
Infrequent	

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Climbing	Climbing is required when ascending or descending stairs. It will require the ability to utilise both legs and feet and/or hands and arms. Body agility is required.
Lifting and carrying	Lifting and carrying is required in the movement of objects including movement from lower to higher and/or horizontally and/or place to place. It will require the ability to fully use both arms and hands.
Pushing and pulling	Pushing and pulling are required to draw, drag, push or tug objects including, but not limited to trolleys.
Bending and crouching	Bending at waist level and ability to crouch to floor level when required.
Kneeling	Kneeling can be required whilst carrying out job requirements
Twisting	The ability to reach in all directions, and to twist at the waist is required.

Employee Position Declaration

Ihave read and understand the Position Description and Physical Requirements and agree that I have the physical ability to fulfil this position and in fulfilling the Key Responsibility Areas. I understand that the information provided is a general outline and may not encompass every aspect of the position.

I have initialled the bottom right hand corner of each page as confirmation of reading and understanding the position and physical requirements.

I understand that this is separate to the Employment Contract that I will sign/have signed*, outlining the Employment Details.

Position holder: _____

(Print name)

(Signature)

Date: ____ / ____ / ____

Manager: _____

(Print name)

(Signature)

Date: ____ / ____ / ____

*delete as necessary