

	Position Title:	Community Engagement Worker
	Division:	Foster Care
	Program:	Home Based Care
	Band:	A
	Salary:	Stream 1, Level 5
	Date:	October 2026

ROLE PURPOSE

The Community Engagement Worker is responsible for increasing community awareness of foster care and growing participation through targeted recruitment, engagement and retention initiatives. The role promotes foster care within the community, builds strong partnerships with local organisations and stakeholders, and enhances the visibility and reach of the foster care program.

Working closely with prospective and existing carers, the Community Engagement Worker uses community insights to develop and deliver effective recruitment strategies, communications, events and engagement activities. The role is instrumental in attracting new foster carers while fostering a strong sense of connection, recognition and support for existing carers.

The Community Engagement Worker contributes to recruitment and retention outcomes by providing high-quality information, engagement and referral pathways, and by strengthening the foster care community across Berry Street's Hume Region. All activities are undertaken within a child-centred, trauma-informed and culturally responsive framework, with a focus on achieving positive outcomes for children and young people in care.

The Community Engagement position operates within Berry Street's Hume Region, providing services in the following Shires – City of Greater Shepparton, Shires of Moira, Strathbogie, Murrindindi & Mitchell.

PRIMARY OBJECTIVES OF THE ROLE

The primary objectives of the role are:

- Develop, implement and maintain a community engagement strategy that supports foster carer recruitment, retention and community awareness.
- Increase the recruitment of prospective foster carers through targeted community engagement, education, marketing and promotional activities.
- Lead local recruitment initiatives and cultivate strategic partnerships and stakeholder relationships to strengthen community understanding of, and participation in, foster care.
- Source, coordinate and evaluate recruitment and promotional materials to support engagement and awareness campaigns.

- Strengthen foster carer retention by delivering engagement activities that enhance carers' sense of connection, recognition, wellbeing and support.
- Foster and sustain strong, inclusive and connected foster care communities across the Hume Region.
- Provide timely, accurate and professional responses to community enquiries regarding foster care and pathways to becoming a foster carer.
- Monitor, evaluate and report on engagement, recruitment and retention activities to inform continuous improvement and program outcomes.

REPORTING RELATIONSHIPS

This role is based at our Shepparton Office in Berry Street's Hume Region, Yorta Yorta Country.

This role reports to Team Leader Foster Carer Recruitment, Assessment & Training Team who will provide supervision and review.

EXPECTATIONS

- Conduct oneself in accordance with the Berry Street Yooralla 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.
- Promoting and protecting the human rights of people with disability, in accordance with the UN Convention on the Rights of Persons with Disabilities (CRPD) (2008).
- Working to ensure high-quality and safe supports and services for NDIS participants, meeting and exceeding the NDIS Practice Standards and Quality Indicators.
- Meeting obligations under all relevant Victorian and Commonwealth legislation.
- Participate in regular supervision, performance planning and review processes and probationary reviews.
- Complete mandatory training within designated timeframes.
- Berry Street Yooralla is committed to service delivery that prioritises and celebrates diversity and inclusion. Every individual is treated with dignity and respect regardless of their cultural background, ability, ethnicity, gender identity, sexual orientation, spirituality, or religion.
- Berry Street Yooralla 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+.
- Berry Street Yooralla is committed to being a child safe, child friendly and child empowering organisation. In everything we do we seek to protect children, in accordance with our legal obligations including MO 1359 and child safe standards.

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ROLE RESPONSIBILITIES	Specific responsibilities, duties and tasks
Operational Service Delivery	• Develop 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. • Deliver community engagement and promotional activities for foster carer recruitment. • 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.
Administration and Reporting	• Document & evaluate the success of engagement & recruitment activities. • Review foster carer 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.
Community, Stakeholder Engagement & Program Development	• Develop and maintain 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.
Child Safety and Safeguarding	• Promote and contribute to a child safe culture by prioritising the safety, wellbeing, participation and empowerment of children and young people. Comply with the Berry Street Yooralla Child Safety and Wellbeing Policy, Child Safety Code of Conduct, Child Safe Standards and all reporting obligations. Immediately report any concerns regarding the safety or wellbeing of a child or young person.
Other	• Other duties as required.

KEY SELECTION CRITERIA

- 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 capacity to work autonomously within the constraints of a large Community Service Organisation
- Demonstrated ability to professionally represent Berry Street to the public in the promotion of Foster Care
- Ability to collate & 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.
- Understanding of the complexity of working with and supporting volunteer carers in the foster care context.
- Demonstrated adaptability to work between structured office work as well as planned outreach.

QUALIFICATIONS AND OTHER REQUIREMENTS

- A formal qualification in social work, psychology, marketing, communications, Community Development 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 Street if they are under investigation or have been excluded prior to and during the course of their employment.

HIGHLY DESIRABLE

- Experience with marketing initiatives.

- Proficiency in administration work
- Experience in supporting and working with volunteers
- Knowledge and understanding of the Foster Care service system

INHERENT REQUIREMENTS OF WORK ACTIVITIES/ENVIRONMENT

The 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.	Regular
	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.	Regular
	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.	Occasional
	Drive vehicles with possible distractions from client behaviour, verbal or physical.	Occasional
	Work in a client's home or their family home alone and/or with others.	Occasional

	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.	[Regular]
	Work in different geographic locations.	[Regular]
	Be exposed to all outdoor weather conditions.	[Occasional]
	Work via computer from home as required.	[Regular]
	Work office hours with the possibility of extended hours. Flexible arrangements by agreement.	[Regular]
	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.	[Daily]
	Work in buildings which may require the use of stairs or elevators.	[Daily]
	Sit at a computer or in meetings/meeting rooms via video conference facilities or in person for extended periods.	[Regular]
	Work in educational or community facilities.	[Occasional]
	Drive vehicles possibly over long distances and in all traffic and weather conditions.	[Occasional]
	Undertake training and professional development activities both internal and external to the organisation.	[Occasional]
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.	[Daily]
	Use technology including computers, photocopiers, telephones including mobiles, projectors, televisions, video conference facilities and electronic whiteboards.	[Daily]