



POSITION DESCRIPTION

Position Title:	Communications and Marketing Officer
Level :	Level \$58,127 – \$64,910 (new ILC Enterprise agreement) plus generous salary packaging for NFP's
FTE:	1.0
Business Unit:	Corporate services
Location:	Westminster Office, 386 Wanneroo Rd
Reports to:	Senior Communication and Marketing Officer
Reviewed:	January 2017

Organisation's Goals and Vision

Our Vision	A community where all people can participate and are included
Our Mission	To guide people's choices to access assistive technology and services for independence and wellbeing
What We Do	<p>We respect people of all ages and abilities including older people, people with disability, their family, carers, service providers and the community.</p> <p>We support people's independence and wellbeing through information, advice, assessment, referral, funding, hire and respite services.</p> <p>We work with people by listening, guiding and linking them to products and services.</p> <p>We collaborate with organisations to offer the best possible service to our consumers.</p> <p>We strive to continually improve the quality of our services by undertaking research and evaluation.</p> <p>We expand knowledge and skills within the sectors we work by providing specialist training, events and consultancy.</p>

Organisation's Overall Objective

The Independent Living Centre WA (ILC) provides information and advice, assessment, training, funding and hire services that enable Western Australians of all ages and abilities to live more independent and fulfilling lives.

Service areas include assistive technology and equipment, home modifications, Noah's Ark WA, occupational therapy driver assessment, carer respite and support, Allied Health services, Home and Community Care regional assessment and grants and equipment funding.

Competencies

Customer Service

Provides a comprehensive personalised service to customers including consumers, suppliers, stakeholders, service providers and health professionals.

Resource Management

Understands and makes best use of the available resources including personnel, systems, policies, procedures, assets, equipment and information & communication technology.

Team Contributor

Contributes to the overall performance of the team and organisation through communicating and interacting effectively with others.

Personal Awareness

Is self-aware in terms of strengths and weaknesses; understands how own behaviour and actions impact on others and the business.

Position Overview

This position assists in creating a positive profile, branding and awareness of the ILC using innovative and contemporary media; reporting to the Senior Communications and Marketing Officer working across the organisation and specifically supporting key staff operating Allied Health and Respite programs based at the Westminster offices.

The position requires the person to establish relationships that support the role and the organisation, effectively deliver and disseminate information internally and externally; and assist in marketing activities and taking a leading role in developing and delivering the organisations online communications / social media, in line with the organisational guiding principles, Vision and Mission.

Key Accountabilities/Duties

1. Assist in the development and delivery of ILC's online communication presence via the website, facebook, and emerging social media.
2. Creating and developing new innovative ways to communicate the organisations message to their existing customers.
3. Liaising with colleagues to understand their communication, marketing needs across specific program areas.
4. Assisting with the planning, developing and implementation of Communication, Marketing strategies and annual, operational plans linked to the strategic plan
5. Writing and/or editing in-house newsletters, fact sheets, case studies, speeches, articles and assisting with the annual report as required
6. Translating research and academic papers into simple, easy to understand content
7. Contribute to the preparation and production of publicity brochures, newsletters, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes
8. Assistance with proofreading, copy writing, editing copy and information collection
9. Assist in maintaining a unified, colour-specific, insightful brand image of ILC in line with the corporate style guide to all stakeholders in all corporate activities undertaken
10. Actively disseminate positive information regarding ILC's activities and programs on a regular basis for the purposes of topical articles, feature articles, online resources, newsletters and discussion papers;
11. Assist with the maintenance and updating of information on the organisation's website
12. Assist with the design, development and dissemination of marketing material on an as needs basis in line with the corporate style and the ILC Vision and Mission statements.

SELECTION CRITERIA:	Essential (E)	Desirable (D)
<p><u>QUALIFICATIONS</u></p> <p>Requires a relevant tertiary degree</p> <p><u>KNOWLEDGE, SKILLS AND ABILITIES</u></p> <p>Well developed interpersonal and negotiation skills</p> <p>Highly developed written and verbal communication skills</p> <p>Self starter, with can do attitude</p> <p>Excellent planning, organisational and multitasking skills</p> <p>Excellent computer skills, including Microsoft office, adobe suite and design software</p> <p>Active online communicator with highly developed social media and website skills</p> <p>Solid understanding of digital media to increase awareness of services</p> <p>National Police Clearance</p> <p>Working knowledge of health, aged care and disability related subjects.</p> <p><u>EXPERIENCE</u></p> <p>Minimum 3 years experience in delivering a broad range of communication, marketing and digital/social media activities</p> <p>Minimum 2 years experience in relevant work environment</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>D</p> <p></p> <p></p> <p></p> <p></p> <p>D</p>
<p>Number of positions directly supervised: 0</p> <p>Number of positions responsible for: 0</p>		