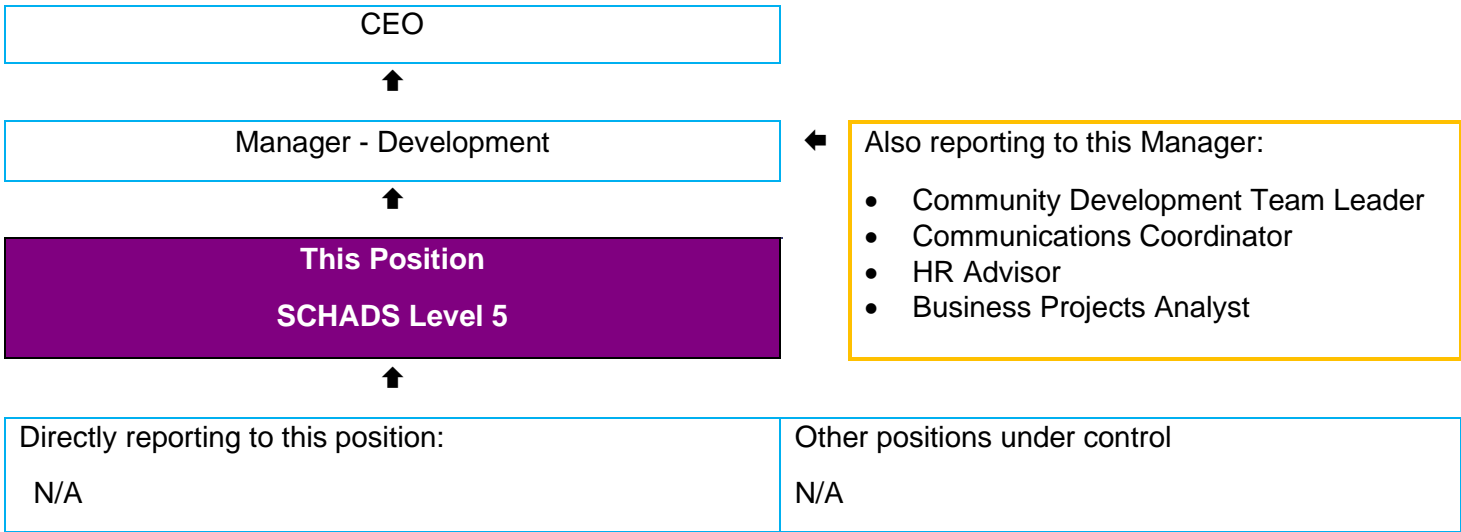


Job Description

Marketing Coordinator

Reporting Relationships



Organisation

Advocare is a leader in addressing the rights of older people and elder abuse. For more than 25 years, we have proudly helped older Western Australians access the right supports, information and protections available to them.

We are a not-for-profit organisation, completely independent from aged care providers.

Team

This role is essential in supporting our teams by promoting awareness and understanding of Advocare’s services and supports. One element of our entire Advocare Team has in common, is the belief in Social Justice – that human rights do not diminish with age.

Position

The purpose of this multi-faceted position is to raise the profile of Advocare, increase engagement in the aged care and community sector, and to lead and manage key projects that support the Development team. It is responsible for the production of marketing material, day-to-day management of the website, social media management including content curation, reporting analytics, and education and event promotion support. The position is responsible to the Manager – Development and works collaboratively with the Communications Coordinator to further Advocare’s objectives.

Our Vision, Mission and Values

Reflecting our organisational values in every aspect of your role is integral.

Our Vision

Power, respect and informed choice for older people.

Our Mission

Provide an independent voice on behalf of older people, informing service delivery and influencing practice 'empowering older people'.

Our Values

Integrity - We will act with integrity to support an environment of honesty, confidentiality and mutual trust.

Empowerment - We will work with you to ensure you are well-informed to make your choices and we will also advocate with and for you.

Social Justice - We are here to protect the rights of older people. Human rights do not diminish with age.

Equity - We will support all older people, respecting the diversity of our community.

Accountabilities

Your specific accountabilities include these aspects.

Organisation

- Actively engages and contributes to Advocare's vision, mission and values.
- Ensures own compliance with internal policies and procedures including: The Advocare Code of Conduct, Workplace Health and Safety legislation including any regulations or Codes of Practice, the *Disability Services Act 1986* (Cth), and the *Equal Opportunity Act 1984* (WA).
- Shows compassion to clients by providing service excellence aligned to the level of responsibility.
- Represents Advocare in external forums and partnership meetings, within the context of your role.
- Provides verbal and written reports as requested by the Chief Executive Officer and Development Manager.
- Maintains appropriate records and documentation consistent with the relevant policies and instructions of Advocare.
- Undertakes training/professional development.

Team

- Respects others within a professional setting, including their own choices.
- Participates in team meetings, team building, planning and development discussions, evaluations, supervision sessions, training sessions, and review activities, leading these activities where required in the context of your role.
- Identify opportunities for improvement and liaise regularly with other staff within Advocare to foster a culture of continuous improvement.
- Develops and maintains networks within your professional capacity, to both grow your capability and to further the objectives of Advocare.
- Provide any other support required for the team, utilising your capability and capacity.

Position

Clients

- Drive digital strategy focusing on social media, website engagement, advertising and SEO.
- Create and manage both digital and print advertising campaigns.
- Report on data and analytics from social media platforms, website, and other communication channels, making recommendations for the future based on results to increase Advocare's social media footprint.
- Ensure clients' needs are considered within the scope of all marketing projects and campaigns.
- Create marketing materials within Advocare's Style Guide standards, including but not limited to, publications, brochures, social media graphics, posters, banners, flyers and merchandise.
- Keep the website up to date, working with Communications Coordinator to create engaging content.
- Coordinate the distribution of resources and appropriate marketing collateral within WA, ensuring material in the community is up to date.

People

- Develop appropriate processes as well as engage internal stakeholders in the marketing function.
- Produce and test appropriate resources in collaboration with front-line staff.

Stakeholders

- Develop innovative ways to communicate with and engage external stakeholders including the aged care sector, advocacy networks, funders and supporters.
- Act as a point of contact and communicate project status to all relevant project stakeholders.
- Organise, lead and participate in project stakeholder meetings.
- Document and follow up on important project actions and decisions.

Sustainability

- Develop, execute, and evaluate creative and relevant targeted marketing campaigns to raise the profile of Advocare and its services to all audiences.
- Develop innovative ways to raise public awareness of the issues faced by older people in our community, and how Advocare can help.
- Ensure all marketing, communications and engagement activities support Advocare's strategic plan.
- Champion the Advocare brand internally and externally.
- Any other duties as required.

Specific Requirements

Prerequisite Criteria	essential	optional
Tertiary qualification in a relevant discipline or minimum 3 years equivalent experience in similar role.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Proven expertise in managing digital content strategies, including content creation, scheduling, and optimisation for social media platforms	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Proof of up-to-date influenza vaccination or willingness to obtain (unless appropriate exemption granted).	<input checked="" type="checkbox"/>	<input type="checkbox"/>
National Criminal Record Screening Clearance (within the last 6 months)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
C or CA Class Driver's License with the ability to travel periodically	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Work Related Requirements

<p><i>Essential</i></p> <ul style="list-style-type: none"> • Strong digital content and social media management knowledge and skills. • Excellent attention to detail and ability to work to deadlines. • Confident multi-tasker with strong communication and interpersonal skills. • Demonstrated experience implementing marketing strategies in support of an overall strategic plan. • A willingness and enthusiasm to contribute to get the job done and work in a team-oriented environment with a strong interest in the latest marketing trends and best practices. • Strong editing skills across multiple contexts and media, including meticulous attention to detail and upholding Advocare Style Guide standards. • Experience using contemporary communications tools (such as WordPress, Mailchimp, Google Ads, social media advertising, Microsoft Office Suite programs). • Experience and understanding of using online reach and engagement tools, techniques, and methods (including social media). • Organisation and problem-solving skills, with the ability to prioritise competing tasks and manage timelines. • Strong interpersonal skills including demonstrated ability to engage internal and external stakeholders. <p><i>Desirable</i></p> <ul style="list-style-type: none"> • Basic video editing and design experience in using a simple design/editing program such as Canva, or Adobe Creative Suite programs. • Understanding of advocacy and its role in upholding human rights. • Understanding and appreciation of issues facing people from culturally and linguistically different backgrounds, Aboriginal people and Torres Strait Islanders.

Signing Page

Approved by

Date

Review and discuss Role Expectations:

Manager

Date

Employee

Date