

# POSITION DESCRIPTION



## Marketing & Community Engagement Coordinator

### Overview

<b>Business Area</b>	People, Quality & Communications
<b>Team</b>	Marketing
<b>Position Classification</b>	Social, Community, Home Care and Disability Services (SCHADS)
<b>Number of direct reports</b>	Nil
<b>Immediate Manager</b>	General Manager People, Quality & Communications
<b>Manager-one-removed</b>	Chief Executive Officer

### About CTST

At CTST, our commitment is to provide affordable transport to support people to live well and connect with their community, we want to ensure that everyone has access to community transport.

The needs and experience of each individual consumer is our primary focus when making decisions about their services. The safety and wellbeing of our people and our passengers is our priority. We are cooperative and collaborative because we believe that collective impact gets the best result and we show our respect for our consumers, our people, and our partners by striving for the highest professional standards in everything we do. We are committed to being good corporate partners and show respect of our community and the environment.

### Role purpose

The Marketing & Community Engagement Coordinator will play a critical role in communicating CTST's purpose, creating visibility and ongoing community awareness of the services we provide through effective brand and marketing principles and practices. Key responsibilities of the position include leading all marketing activities, management of the company's external websites, management of print and electronic publications and will leverage and build upon CTST's social media presence.

Reporting to General Manager People, Quality & Communications the incumbent will also partner with the People & Capability team to foster and maintain strong links within the community and develop targeted marketing programs to enable the continued growth of the volunteer pipeline.

## Legislative Knowledge and Understanding

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| <ul style="list-style-type: none"><li>○ Fair Work Act 2009</li><li>○ Aged Care Act 1997</li><li>○ Aged Care Quality and Safety Commission Act 2018</li><li>○ Aged Care Quality Standards</li><li>○ Anti-Discrimination Act 1998</li><li>○ Personal Information Protection Act 2004</li></ul> | <ul style="list-style-type: none"><li>○ Workers Rehabilitation and Compensation Act Tasmania 1988</li><li>○ Workplace Health and Safety Act and Regulations 2012</li><li>○ Relevant Industrial Awards and Agreements</li><li>○ Privacy Act 1998</li></ul> |
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## Role Accountabilities

### Leadership

- Promote values that reflect the spirit and purpose of CTST
- Lead by example to maintain a supportive organisational culture
- Foster a strong consumer-centric service culture
- Uphold and support equity and diversity principles through all areas of the organisation
- Demonstrate emotional maturity, cultural awareness, and flexibility in all dealings

### Technical

- Assist with the development of the marketing strategy and operational plans
- Develop content and oversee the production of all marketing collateral including print and electronic publications, including responsibility for the design elements of the company's annual report
- Lead marketing campaigns for specific events, new and existing business initiatives, and other activities
- Organise and attend events to promote CTST services and volunteering opportunities
- Develop, manage, and maintain currency of the CTST and Area Connect external websites
- Utilise a range of communication channels to inform and engage a diverse range of stakeholders
- Provide content to the intranet owner to ensure visibility of relevant external activities
- Manage content development for CTST's social media platforms
- Analyse and report on the performance and efficiency of marketing campaigns to identify new and innovative marketing opportunities
- Provide practical, accurate and professional advice in relation to marketing programs and make recommendations on marketing plans
- Conduct market research, analyse trends, and identify areas and new opportunities to increase visibility and promote the CTST and Area Connect brands and services

### Health, Safety & Wellbeing

- Actively promote / adhere to all CTST health, safety and wellbeing policies and procedures
- Contribute to a safe workplace through a demonstrated commitment to safety improvements
- Report all safety risks, incidents, and hazards in a timely manner
- Actively promote a positive approach in the workplace to enhance health and wellbeing

### Financial

- Manage and monitor marketing budgets to achieve financial targets
- Provide high-quality financial reporting to the leadership team and other key stakeholders in relation to financial outcomes

### Compliance

- Maintain an up-to-date knowledge of legislative and regulatory compliance to ensure that requirements are met, and identify any emerging issues of significance to the organisation
- Ensure CTST's ongoing compliance with Aged Care Quality & Safety Commission, NDIS standards, Passenger Transport Accreditation, and other essential quality standards
- Always ensure that the highest standards of privacy and confidentiality are maintained



## Attributes that will help you succeed

### ESSENTIAL

#### Technical Qualifications

- A tertiary qualification in Journalism, Communications, Marketing, or related area, or demonstrated commensurate experience.

#### Knowledge, Skills and Experience

- A minimum of 3 years' experience in a similar role within a medium-sized or large organisation
- Demonstrated performance in applying marketing and communications strategies to print, media, web and social networking environments
- Excellent written and verbal communications skills, including the ability to translate complex information into engaging and relevant content for a variety of audiences
- Demonstrated proficiency and affinity for digital tools and platforms
- Strong knowledge of various marketing and analytics tools and content management systems
- High-level organisational skills, with the ability to manage competing priorities to deliver excellent outcomes
- Excellent initiative, motivation, and time management skills with the ability to meet required deadlines and complete projects within minimal supervision
- High levels of accuracy and meticulous attention to detail
- Well-developed problem-solving skills and a high level of initiative, with the ability to adapt plans promptly as required
- High-level interpersonal skills and ability to develop productive working relationships and liaise with a broad range of stakeholders positively and diplomatically

### DESIRABLE

- Familiar with Adobe Creative Suite would be advantageous but not essential
- Previous experience in the Aged Care or Not-for Profit sector

#### Licences/Other Requirements

- Provision of a National Police certificate that meets the suitability requirements for unsupervised work in accordance with the Aged Care Act
- Must hold a current driver's licence
- Must hold a current registration to work with vulnerable people
- Must be an Australian Resident or hold an Australian Working VISA
- Must have received Covid-19 vaccinations
- Intrastate travel will be required

