



## Role Profile

<b>Position title</b>	Marketing and Communications Coordinator
<b>Location</b>	Brisbane
<b>Reports to</b>	National Marketing and Communications Manager
<b>Salary Range</b>	SCHADS QLD 5.1 (\$42.94p/h) + superannuation + salary sacrifice
<b>Hours</b>	38 hours (full-time)

## Position Statement

### Primary Purpose of the Position

To provide a range of marketing and communication activities to effectively promote CREATE, its advocacy initiatives, services and programs.

### Key Areas of Responsibility

- Maintain CREATE's websites and social media including monitoring, development, design and updating site content regularly.
- Content creation, review and proofing of marketing communications including but not limited to websites, social media, collateral, magazines, reports and email campaigns.
- Contribute to the development, review and implementation of communication strategies and projects.
- Coordinate design, production and printing of advocacy and marketing campaign materials.
- Work collaboratively with the Policy and Advocacy team to assist in influencing positive change for children and young people with a care experience both internally and externally.
- Assist in the coordination of promotional events, conferences and campaigns and assist with fundraising initiatives.
- Coordinate national merchandise orders including liaison with external stakeholders.
- clubCREATE membership program administration including but not limited to database support, extraction lists, member records
- Monitor, track and report activities relevant to the role.
- Other duties as assigned.

### Key Result Areas

- Ongoing effective content management, development and monitoring of CREATE's websites and social media sites, staying on top of digital trends.
- Marketing and communications projects are executed effectively in a timely manner including

design, content, production and reporting.

- Successful collaboration with and support of the Policy and Advocacy business unit with regards marketing and communication initiatives.
- Key supplier stakeholder relationships are successfully built and maintained.
- Effective quality control and coordination of design, printing and merchandise.
- Efficient coordination of campaigns, promotional events and conferences and assistance with fundraising initiatives.
- Successfully supporting the clubCREATE membership program and relevant associated tasks.

### **Financial Management**

This role does not have delegated financial responsibility.

### **Reporting**

This position reports directly to the National Marketing and Communications Manager and is part of CREATE's innovative Influencing Stream, ensuring CREATE's advocacy initiatives are front and centre of our marketing and communications.

### **Organisational Citizenship and Teamwork**

- Demonstrate an active, dedicated commitment to the CREATE mission and core principles.
- Actively seek to understand, represent and support CREATE's vision and company position to all stakeholders, internally and externally.
- Actively contribute to an environment of personal and physical safety for all staff, visitors and young people (incorporating company guidelines including OHS, discrimination and harassment, etc.)
- Participate in national CREATE initiatives, projects and events.

### **Selection Criteria**

*(Please limit response to two pages in total)*

Note:

- All applicants must successfully undertake security checks (Suitability Card or equivalent and/or Police checks).
  - Must comply with government and / or health directives in each state jurisdiction, and where so indicated be vaccinated for COVID 19
1. Relevant tertiary qualification (marketing, communications, business) coupled with a minimum of three years of experience in marketing and/or communications.
  2. Tech savvy with intermediate knowledge of the Adobe Creative Suite and a high level of skill in digital marketing including websites and social media.
  3. Demonstrated ability to produce highly effective creative communications projects including content, design, production and execution.
  4. Excellent interpersonal, written and communication skills coupled with an ability to work both autonomously and as a productive member of the team.

5. Exceptional time management skills, highly organised with strong attention to detail with the ability to prioritise workloads whilst coordinating multiple projects to meet deadlines.