

## **POSITION DESCRIPTION**

### **Marketing and Communications Coordinator**

**Part-time (0.6 FTE)**

**September 2021 – 30 June 2022**

#### **POSITION CONTEXT**

Women with Disabilities Victoria (WDV) is the peak organisation for women with disabilities in Victoria. Our mission is to advance real social and economic inclusion for women with disabilities in Victoria by being a voice, creating opportunities to be visible and heard, building partnerships to deliver the best results, and engaging the community to challenge attitudes and myths about women with disabilities.

#### **EMPLOYMENT CONDITIONS**

**Classification:** Women's Health Victoria Enterprise Agreement 2007  
Level 4, Year 3 - Year 4 pro-rata  
range between \$78,072 - \$79,811 depending on  
experience)

**Hours of Work:** 0.6 FTE (45.60 hours per fortnight)

**Tenure:** This position is from the date of appointment, and may be  
extended subject to funding.

**Position Location:** Level 9, 255 Bourke St, Melbourne.  
All WDV staff can choose to work from home or the office  
until further notice under Covid-19 State of Emergency).

#### **Probity & Compliance Requirements:**

- Current consent to check and release National Police Record and National Working with Children's Check (if required) with a satisfactory outcome.
- Must possess Australian Citizenship, permanent resident status or applicable work visa.
- WDV is a smoke free workplace
- WDV meets the special measures requirements of the Equal Opportunity Act (2010) for the remedial purpose of promoting or realizing substantive equality for women and women with disabilities.

## **POSITION OBJECTIVES**

This position is responsible for:

- Promoting the goals and priorities of WDV by ensuring accessible, relevant, timely and effective marketing and communications of WDV to its members, stakeholders and the wider community.
- Supporting the WDV Strategic Plan by pursuing marketing and communication initiatives and tools that inform and influence community attitudes, including the disability and related sectors, our members, government and key stakeholders.

## **KEY RESPONSIBILITIES**

### **Marketing**

- Oversee the advertising, public relations, communications and promotion of the WDV brand to all stakeholders.

### **Communications**

- Plan, oversee and execute the WDV marketing initiatives through campaigns, collateral, website content and social media tools.

### **Supervision**

- Provide supervision, support and coaching of the WDV Membership Engagement and Communications Officer.

This position will support the development of, and oversee the implementation of, the Women with Disabilities Victoria Communications and Marketing Strategy, including:

### **1. Managing WDV's online presence**

Take ownership of WDV's online presence and social media to effectively expand WDV's influence. This will include developing and maintaining agreed web-based information systems, policies and style guidelines to support these systems:

- Maintaining WDV's website and regularly sourcing fresh content
- Maintaining WDV's social media profiles, regularly posting relevant new content,
- Maintaining WDV's You tube channel, video recording and editing WDV's event footage and posting it online.
- Liaising with IT technical support as required.

## 2. Act as WDV's Brand Ambassador

Coordinate graphic design and document production to maintain a women and disability friendly brand for WDV. This will include:

- Designing reports, flyers, invitations, presentations, logos and certificates
- Coordinating, editing, and designing WDV's monthly e-newsletter, the Annual Report and other documents as required
- Ensuring all WDV's visual communications adhere to WDV style guidelines
- Liaising with external printers to oversee the printing of WDV publications

## 3. Active promotion of WDV

Develop media and promotions to increase the profile and influence of WDV's activities and policy positions. This will include:

- Writing media releases in co-operation with relevant staff and promoting and distributing to media and key stakeholders as required,
- Maintaining media contacts and media lists,
- daily monitoring and distribution of external media that relates to WDV's priority areas and using external media in WDV's social media,
- Contribute to membership strategy and recruitment of new members, in line with WDV's Communications and Marketing strategy.
- Knowledge management of material from media and other sources regarding Women with Disabilities Victoria's priority areas; and
- Developing strategies to promote WDV events and activities in collaboration with other WDV staff.

## 4. Stakeholder Engagement

Foster and maintain strong working relationships with WDV Stakeholders:

- Attend WDV Membership Committee Meetings.
- Preparation of WDV Board reports and Membership Committee reports.
- Oversee supplier arrangements and contracts.
- Contribute to, curate and maintain WDV database (Wild Apricot).

## 5. Membership Engagement

Work in collaboration with the WDV Membership and Communications Officer and take direction from the WDV Senior Operations Manager and WDV Membership Committee Members to:

- Promote WDV **Members' stories** through member-specific communications and content.
- Identify methods to **enable Members to communicate and share** information with WDV and each other, including metro, regional and remote regions of Victoria.
- If requested, contribute to the design of and promote the **Brenda Gabe Leadership Awards** every two years.

- Assist (when required) the WDV Membership and Communications Officer to:
  - Contribute to the development of **strategies to effectively engage WDV Members** with the organisation, to build and support our Membership base.
  - **Promote WDV Membership**: attract and recruit new Members in all Membership categories.
  - Promote opportunities **for Members to participate** in WDV programs and activities.
  - **Respond to membership-related communications and inquiries** from existing and potential members, as required.
  - **Collect and review data** through Member consultation, conduct of surveys and maintain the Member database **Wild Apricot**, to inform continuous review of Membership strategies and plans.
  - Contribute to the design of and promote **Member events**, such as the annual Members Lunch, monthly Member events and Member participation in the WDV Annual General Meeting.
  - Contribute to the design of and promote WDV industry events (open events), such as International Day of People with Disabilities and 16 Days of Activism.

## 6. Communications

Work in collaboration with the WDV Membership and Communications Officer and take direction from the WDV Senior Operations Manager to:

- Contribute to the development of strategies to effectively communicate **WDV's goals, priorities and key messages** to members, key stakeholders and the wider community.
- Contribute to the development and promotion of **corporate publications**, including the Annual Report, WDV position statements and fact sheets.
- Source content, write, edit and publish the **WDV eNews**.
- collaborate with the WDV Senior Policy Officer to source content, write, edit and publish **Disability Violence Quarterly**.
- Contribute to the development and application of **WDV communications manuals, guides, policies and procedures**.
- Ensure **accessibility** of all WDV communications by promoting and adhering to information access and web accessibility principles across all platforms.
- Assist (when required) the WDV Membership and Communications Officer to:
  - maintain WDV's ongoing **online/social media presence**, ensuring all communications contain **consistent messaging** and align with WDV's mission and values.
  - contribute to the ongoing development of WDV's **WordPress website** including curating website content by uploading content in a timely manner, updating content, refinement of content as directed by the WDV Marketing and Communications coordinator.

- **promote WDV events, news, awards and other activities** via website, social media, eNews and flyers (in collaboration with relevant staff and suppliers).

## **GENERAL RESPONSIBILITIES**

The following responsibilities are required to be carried out and apply to all staff at WDV:

- Contribute to WDV's capacity as a feminist organisation to deliver its goals, enable and support high performing teams and foster productive internal and external relationships
- Provide verbal and written reports and activities data as appropriate.
- Adhere to WDV file saving protocols and use WDV SharePoint and employee OneDrive cloud based document management system.
- Active involvement in a reflective learning organisation committed to strategic and operational planning, setting performance objectives, policy development and review, evaluation, risk identification and risk management
- Work within organisational policies, procedures and Enterprise Agreement
- Undertake other duties as directed within each person's scope and abilities
- Health safety & wellbeing requirements:
  - I. Participate in and contribute to Occupational Health Safety and Wellbeing activities to ensure a safe work environment for staff, clients, contractors and visitors
  - II. Comply with WDV OHS policies and procedures to participate in the achievement of a safe working culture
  - III. Follow OHS standards, and raise any concerns in the appropriate manner

## **OHS ADVICE FOR THIS POSITION**

1. This position may require the following duties to be carried out:
  - Setting up of IT, audio-visual and accessibility equipment.
  - Extended time in front of screens and sitting at desks.
  - Occasional overnight travel for training delivery.
  - Coordination of setup and delivery of training, meetings and other events.
2. Work undertaken by WDV will bring employees into contact with information and experiences related to violence, abuse, exploitation of and discrimination against women with disabilities. WDV can offer supports, including our Employee Assistance Program, to women in the organisation who are working in this area.

## **ACCOUNTABILITY**

The position will report on delivery of agreed performance measures to the WDV Senior Operations Manager.

### **KEY SELECTION CRITERIA (This must be addressed in your Application)**

1. A demonstrated commitment to the values and principles underpinning WDV.
2. Excellent attention to detail, including excellent writing and editing skills.
3. Strong customer service focus and the ability to foster and maintain relationships with diverse stakeholders and communities.
4. Ability to collaborate effectively in a team, as well as the ability to work with limited supervision.
5. High level of proficiency using MS Office 365 (including Word, Excel, Outlook and MS Teams) and Zoom Video Conferencing.
6. Demonstrated experience creating and curating online content using Word Press, web-based software packages and social media channels.
7. Demonstrated experience creating and curating hard copy publications for external distribution.
8. Demonstrated experience in report writing on website and social media activity.
9. Demonstrated experience using CRM (customer relationship management) systems/database. Previous experience using Wild Apricot would be highly regarded.
10. Experience working for a member based organisation is highly desirable.
11. Lived experience of disability is highly desirable.

## **POSITION CLASSIFICATION:** Level 4 (WHV EBA 2007 descriptors)

### **WHV ENTERPRISE AGREEMENT CLASSIFICATION LEVEL AND DEFINITION**

#### **Definitions:**

- I. Work is likely to be under limited guidance in line with a broad plan, budget or strategy. Responsibility and defined accountability for the management and output of the work of others and for a defined function or functions may be involved.
- II. Work involves the exercise of a degree of autonomy with delegated authority to operate within broad organisational guidelines. The selection of methods and techniques is based on sound judgement. The work generally involves the management of major projects and/or functions. Solutions to problems can generally be found in documented techniques, precedents or instructions. Advice would not necessarily be available within the organisation.
- III. Competency at this level involves the self-directed development of knowledge with substantial depth across a number of areas and/or mastery of a specialised area with a range of skills. Application is to major functions in either varied or highly specific contexts.
- IV. Competencies are normally used independently and are substantially non-routine. Significant judgement is required in planning, design, technical or supervisory functions related to products, services, operations or processes.

#### **Competencies:**

- I. Ability to use knowledge of legislation, policies and procedures of the Service to identify risk, opportunities and strategic issues for the future.
- II. Ability to use strategic and operational planning processes to set goals, develop plans and objectives having regard for both the current and future directions of the service.
- III. Ability to allocate work flexibly to people, and lead and motivate staff performance. Training needs are identified and appropriate training is provided to staff being supervised. Personnel management records are maintained in line with recognised practices.
- IV. Ability to identify and assess client needs, negotiate and liaise with clients and market the product or service.
- V. Ability to implement, monitor and evaluate work plans so that work conforms to prior estimates and costs. Materials, services and equipment are acquired and work-in-progress is regularly checked. Any necessary variations are incorporated and these are advised to staff and management. Progress reports are provided to clients and other interested parties.
- VI. Ability to exercise initiative by identifying potential problems and developing appropriate solutions.
- VII. Ability to cost work, prepare estimates and provide this information to clients. Material and suppliers are identified and prices are negotiated.

- VIII. Ability to anticipate and assess the impact of change and create and foster an awareness of the opportunity for change and an environment conducive to change.
- IX. Ability to recognise and apply strengths and address areas for development. Demonstrate integrity and apply ethical practices, As well as demonstrate self- organisation and a high degree of personal accountability.

**PD Date of approval:** 9 August 2021