

POSITION DESCRIPTION

Marketing Coordinator Part-time 0.8 FTE Fixed Term Contract

September 2022 – 29 September 2023

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.

WDV Values are

- Equal Opportunity
- Accessibility
- Respect
- Collaboration
- Effectiveness
- Creativity
- Diversity
- Accountability

The Marketing Coordinator is responsible for developing and implementing WDV marketing activities including:

- Designing and delivering high-quality external digital and traditional communications and marketing content to increase brand recognition and enhance public understanding of Women with Disabilities Victoria programs and initiatives.
- Production of key publications ensuring accessibility.
- Implementation of internal communications activities to ensure staff are well informed and connected.

EMPLOYMENT CONDITIONS

Classification: **WDV Enterprise Agreement 2022**

Based on the Social, Community, Home Care and Disability Services Industry Award 2010, as of 1 July 2022.

Salary Range Level 5, Pay Point 1-3 (pro-rata of \$89,001 - \$93,023 depending on experience) plus Superannuation and Salary Packaging available.

Hours of Work: 0.8 FTE (60.40 hours per fortnight) to be worked over Monday – Thursday.

Tenure: This position is a fixed term contract from the date of appointment to Friday 29 September 2023 and may be extended subject to funding.

Position Location: Hybrid – Melbourne CBD and working from home.

Probity & Compliance Requirements:

- Current consent to check and release National Police Record with a satisfactory outcome.
- All WDV employees are required to provide a COVID certificate showing that they are fully vaccinated or provide proof of a certified medical exemption.
- 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:

- Overseeing the advertising, public relations, communications, and promotion of the WDV brand to all stakeholders.
- Planning, managing and executing WDV marketing initiatives through campaigns, collateral, website content and social media tools.

KEY RESPONSIBILITIES

This position will develop and implement the WDV marketing strategy in line with WDV's Strategic Plan for 2021-2024 taking direction from the CEO / Deputy CEO.

Managing WDV's online presence

Develop WDV's online presence and social media to effectively expand WDV's influence in collaboration with the Membership Engagement and Communications Officer including:

- Developing and maintaining agreed web-based information systems, policies and style guidelines.
- Maintaining WDV's website and regularly sourcing fresh content.
- Maintaining WDV's social media profiles, regularly posting relevant new content,
- Maintaining WDV's YouTube channel, video recording and editing event footage and posting it online.
- Overseeing supplier arrangements and contracts where they relate to position context.

Act as WDV's Brand Ambassador

Coordinate graphic design and document production to maintain a women and disability friendly brand for WDV including:

- Designing reports, flyers, invitations, presentations, logos and certificates.
- Providing input to the design of WDV's e-newsletter.
- Coordinating the production of the Annual Report publication.
- Ensuring all WDV's visual communications adhere to WDV style guidelines.
- Liaising with external printers to oversee the printing of WDV publications.
- Contributing to the design and promotion of WDV industry events including International Day of People with Disabilities, 16 Days of Activism, WDV Brenda Gabe Leadership Award, Annual Member Lunch event and AGM Engagement .

Active Promotion of WDV

Develop media and promotions to increase the profile and influence of WDV's activities and policy positions including:

- Writing media releases in co-operation with relevant staff and promoting and distributing to media and key stakeholders
- Maintaining media contacts and media lists using the WDV database (Wild Apricot).
- Daily monitoring and distribution of external media that relates to WDV's priority areas and using external media in WDV's social media,
- Contributing to the development of the membership strategy and recruitment of new members.
- Developing strategies to promote WDV events and activities in collaboration with other WDV staff.
- Providing marketing input for our annual Member lunch event and AGM.

WDV Brenda Gabe Leadership Award

Lead the Brenda Gabe Leadership Award, awarded bi-annually.

- Working with and taking direction from the nominated WDV Board member.
- Providing administrative support to WDV's Board Governance Officer regarding Board member's input.
- Processing of all award nominations through to award winner.
- Providing guidance and advice to award nominees and the award winner.

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.
- Have an 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
- Health safety & wellbeing requirements:

- Participate in and contribute to Occupational Health Safety and Wellbeing activities to ensure a safe work environment for staff, clients, contractors and visitors.
- Comply with WDV OHS policies and procedures to participate in the achievement of a safe working culture.
- 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 or attending conference or events
 - Coordination of setup and delivery of training, meetings and other events
 - This position will require sustained periods of sedentary work. Adjustable desks are provided in WDV offices.
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 CEO / Deputy CEO and has no direct reports.

ORGANISATIONAL RELATIONSHIPS

Internal Relationships

- The position will work in collaboration with all members of the WDV staff including the Membership Engagement and Communications Officer.

External Relationships

- Build and maintain effective relationships with key stakeholders.
- Build and maintain WDV's relationships with other organisations to increase WDV's marketing reach in conjunction with the CEO.

KEY SELECTION CRITERIA

All 11 KSC must be addressed in your application

1. A demonstrated commitment to the values and principles underpinning WDV.
2. Relevant qualifications in marketing, communications or related field.
3. Experience in development and implementation of marketing strategies for a member-based organisation.
4. Excellent attention to detail, including excellent writing and editing skills.
5. Ability to collaborate effectively in a team, as well as the ability to work with limited supervision.
6. High level of proficiency using the Microsoft suite of products and Video Conferencing platforms.
7. Demonstrated experience creating and curating online content using Word Press, web-based software packages and social media channels.
8. Demonstrated experience creating and curating hard copy publications for external distribution.
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, with knowledge about violence prevention, response and health promotion, highly desirable.
11. Lived experience of disability is highly desirable.

Social and Community Service Employee Levels

You can find a copy of the WDV Classification Structure on Salary Employee levels attached to the Job Advertisement.

For further details about the position, please contact Vikki Cummings, HR Manager at WDV Recruitment at recruitment@wdv.org.au

PD Approved: 3 August 2022