

Position Description

Position Title:	Marketing & Communications Officer
Program:	Strategy & Innovation
Salary:	Wanslea Enterprise Agreement, Level 4
<pre>graph TD; A[GM Strategy & Innovation] --- B[Manager Marketing & Growth]; B --- C[Marketing & Communications Officer];</pre>	

Purpose, Values and Aspiration

Our Purpose

We support children and young people to grow and develop safely.

Our Values

We Care

We Collaborate

We are Accountable

We have Courage

We Celebrate

Our Aspiration

We create exceptional opportunities for every child and young person to thrive.

Commitment to Child Safety

Wanslea is committed to ensuring the safety, wellbeing and inclusion of all children; and has zero tolerance of child abuse or any form of harm. It is expected that staff and volunteers will always act in a way that prioritises the safety and wellbeing of children by ensuring that children feel safe and are safe.

Diversity Statement

Diversity, equity and inclusion are foundational to Wanslea' purpose, values and strategies. To achieve a culture of inclusion, we must unlock the power of our people. Providing access to meaningful opportunities, creating an environment in which everyone can thrive and grow personally and professionally. We strive to build and nurture a culture where inclusiveness is a reflex, not an initiative. Where there is a deep sense of pride, passion and belonging that transcends any role, service, language or country and is unified in our shared commitment to excellence, innovation and social responsibility.

Position Intention

To assist the Manager Marketing & Growth in the development, coordination, and delivery of Wanslea marketing and communications programs.

Key Responsibilities

Purpose, Values and Aspiration	<ul style="list-style-type: none"> Promote and demonstrate the Purpose, Values and Aspiration of Wanslea Embed our Purpose, Values and Aspiration in all work practices and interactions
Core Competencies of the Role	<ul style="list-style-type: none"> Deliver high quality internal & external communications in line with the Communications Plan Create and coordinate a broad range of marketing collateral in conjunction with relevant business areas Manage events and the event calendar Manage, create and track social media campaigns and content
Organisation and Time Management	<ul style="list-style-type: none"> Coordinate and manage Wanslea's stocks of printed materials, banners and other marketing collateral Manage a list of priorities within defined timeframes
Quality and Improvement Focus	<ul style="list-style-type: none"> Create consistent branding templates for use across Wanslea, and required supporting documentation, and educate staff on appropriate use.
Communication and Interpersonal Relationships	<ul style="list-style-type: none"> Input, guide and/or manage communication activities as required, including, but not limited to, grant, tender and award submissions, and advertising initiatives Act as the key contact for the intranet and public website
Professionalism	<ul style="list-style-type: none"> Provide guidance to positions within Wanslea that are significantly involved in communication and community engagement, to ensure consistency in branding across Wanslea.
Decision Making and Problem Solving	<ul style="list-style-type: none"> Undertake communication engagement reporting, review and analysis, to make recommendations for improvement.
Teamwork and Leadership	<ul style="list-style-type: none"> Coordinate marketing, communication and event initiatives across all parts of the business Assisting the Manager Marketing & Growth wherever required Ability to lead change management processes marketing and communication
Child Safety	<ul style="list-style-type: none"> Embed the National Principles of Child Safety into all work undertaken Ensure all reporting requirements are met in regard to any risk to child safety

Selection Criteria

Essential Experience	<ul style="list-style-type: none"> A relevant Qualification (e.g. marketing, communications) and/or equivalent experience. Strong knowledge of and experience with SEO Strong Word, Excel and general IT skills, with InDesign and Photoshop skills Good understanding and experience leveraging and administering contemporary social media platforms, websites and intranets
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	<ul style="list-style-type: none"> • Demonstrated experience in providing efficient marketing and communications support • Experience coordinating and delivering high quality corporate events.
Personal Qualities	<ul style="list-style-type: none"> • Ability to think creatively and develop innovative solutions • Excellent interpersonal and verbal communication skills • Excellent written communication skills with a strong attention to detail and high level of accuracy • Strong organisational skills and ability to prioritise workloads and projects • Ability to create mutually beneficial working relationships with staff across the organisation
Required Compliance Documents	<ul style="list-style-type: none"> • Current Working with Children Check • Current satisfactory National Police Clearance • Current WA Drivers Licence • Work eligibility within Australia