

SECTION A: POSITION DETAILS	
Position Title:	Senior Communications and Marketing Coordinator
Location:	Annerley
Remuneration:	Social, Community Home Care and Disability Services Award Level 6
Reports to:	Executive Manager People & Culture

Organisation Profile
<p>Richmond Fellowship Queensland is a well-respected not for profit company and leading provider of psychosocial mental health services, serving the Queensland community for 40 years.</p> <p>Richmond Fellowship was founded in Richmond, England, in 1959 and it became a worldwide mental health movement. RFQ is a member of the Richmond Fellowship Asia Pacific Forum and Richmond Fellowship Australia.</p> <p>RFQ builds on its traditional values and strong mission focus with our own progressive thinking, advanced research and best practice service delivery. The organisation provides a professional work environment with a commitment to the development of its leadership team and all staff. RFQ also provides an ethos where people find meaning in the higher purpose of serving the community.</p> <p>The organisation employs staff across multiple service sites in the wider metropolitan area, Caboolture, Redcliffe, Redlands, Logan, West Moreton, Darling Downs, Wide Bay, Gold Coast and Sunshine Coast. RFQ has multiple formal partnerships with Hospital and Health Services, Primary Health Networks and complementary partner organisations.</p> <p>Further information about RFQ can be found at: www.rfq.com.au</p>
Purpose of the Position
<p>The position coordinates the communications and marketing requirements and has a key role in the development and delivery of the Communications and Marketing Strategy and Plan.</p>
Terms of Employment
<p>RFQ is a party to the <i>Social, Community, Home Care and Disability Services Industry Award 2010 (Modern Award)</i>. The terms and conditions of employment are contained in the organisation's Contract of Employment which reflects the Award.</p> <p>The position works normal business hours but may be expected to work outside these hours in the performance of the role commensurate with the remuneration and responsibilities of the role.</p> <p>Hours of work also reflect RFQ's family friendly philosophy. Some travel may be required.</p>

This position is subject to a 6 month probationary period.

Reports and Accountability

The Senior Communications and Marketing Coordinator is accountable to the CEO through the Executive Manager People and Culture (EMPC) for:

- achievement of organisational, program and position purposes and goals
- implementation of position responsibilities
- implementation of RFQs policies, operational requirements, work practices and service systems and strategies
- achievement of high standards for professional practice and duty of care within the program, and
- use of the resources of the organisation as required by relevant statutes, funding agreements, standards or directions (or where there are no specific guidelines or directions, to standards that would reasonably be expected to apply in the particular circumstances).

The position provides regular evaluation and reports to the EMPC.

The position will have delegated financial expenditure and other authorities as required by the CEO.

The position currently has no operational reports.

The expectation is that the Senior Communications and Marketing Coordinator will have a level of organisational agility and will adapt to organisational reports and accountability needs as they arise.

SECTION B: KEY RESPONSIBILITIES

- Support and foster a program culture which values lived experience, promotes genuine and open relationships, conflict resolution, responsibility for self, mutual respect, personal growth, and other centeredness founded on values of empowerment, trust, compassion, resilience, diversity, integrity and lifelong learning
- Develop, implement, monitor and review the Communication and Marketing Strategy and associated Plans
- Deliver internal and external communication requirements including intranet, website, social media, publications, public relations and media management
- Develop ideas and concepts and translate into written and pictorial communications that meet organisational/project objectives
- Coordinate, design and produce collateral for internal and external distribution using Adobe Creative Cloud Suite and other designer programs
- Develop and coordinate resources, communications and marketing collateral and other requirements for internal and external facing events
- Coordinate the implementation of a Customer Relationship Strategy including supporting the transition of consumers to NDIS

- Coordinate brand management to ensure consistency, accessibility and awareness of all publications and collateral
- Manage agency and supplier relationships to achieve program and organisational objectives
- Coordinate organisational events and corporate sponsorship engagement as required
- Provide advice and support in relation to contemporary communications and marketing practices, trends, opportunities and threats
- Research industry developments and gather business intelligence to inform broader company strategies and priorities
- Perform other activities or projects that may be required from time to time

SECTION C: KEY PERFORMANCE INDICATORS

Organisational Leadership: The CEO and delegate(s) are supported with the operational leadership of the company particularly the communications and marketing functions.

Accountability: The reporting and accountability requirements in this position description are met.

Service Delivery: The responsibilities of the position are delivered and aligned with the strategic plan.

Staff Relationships: Professional relationships are developed within the team and throughout the organisation.

External Relations: Professional relationships are developed and maintained with external stakeholders.

Organisational Culture: The Vision and Strategy policy of the organisation is promoted and role modelled in all relationships. RFQ's culture is fostered and values lived and role modelled in all relationships.

SECTION D: SELECTION CRITERIA

Qualifications:

The position requires a bachelor degree in communications / marketing / public relations / other relevant degree or equivalent standard acquired through lesser qualifications, considerable skills, and extensive experience. Previous experience of at least four years in a similar role is also required. Not for Profit experience is advantageous however not a requirement.

Experience and Skills:

The successful applicant will demonstrate:

- Experience in providing strategic and operational communications and marketing advice
- Experience and success in developing and implementing targeted communications and marketing strategies, plans, events, media management, corporate and sponsorship engagement

- Proficient computing skills and creative development experience, including graphic design and knowledge of the Adobe Creative Suite software (in particular Adobe InDesign)
- Strong understanding and a sharp eye for how visual design contributes to overall brand identity
- Knowledge and contemporary understanding of social media platforms and how they can effectively be used
- Experience in managing websites, online content and social media
- Demonstrated success in leading / organising organisational events and associated campaigns
- Excellent oral and written communication skills and personal/interpersonal skills
- High level project management and administrative and time management skills

Attributes:


The successful applicant will:

- be compassionate, ethical and objective
- have the ability to develop genuine and open relationships with a range of stakeholders
- be flexible, with the ability to respond to changing requirements and timelines
- have the ability to work both autonomously and in a team environment
- enthusiastically embrace the mission and values of the company

SECTION E: REQUIREMENTS FOR POSITION

- Minimum qualifications and experience are met according to the selection criteria
- Disclose any health condition of which the employer would need to be aware in fulfilling its duty of care to the employee
- Open drivers' licence and access to a registered roadworthy vehicle with either third party or comprehensive insurance cover
- Undergo criminal history screening and obtain and maintain a positive notice and Yellow Card pursuant to the Disability Services Act 2006 (Qld)

Authorised by Chief Executive Officer:



Date:

3/12/18
