

## Position Description

<b>Position title</b>	Marketing and Communications Coordinator (MacKillop Institute)
<b>Document ID</b>	
<b>Program/Unit</b>	The MacKillop Institute
<b>Term</b>	Full-time, permanent
<b>Classification</b>	
<b>Position reports to</b>	Director - The MacKillop Institute

## Organisational context

### MacKillop Family Services

Established in 1997, MacKillop Family Services (MacKillop) strives to ensure all families are supported to provide children with a safe and permanent home, and the best possible start to their lives.

We provide early intervention programs to support the most vulnerable families, and provide education, disability support, home-based care and out of home care for vulnerable children and young people.

With a head office in Melbourne, MacKillop has almost 1,300 staff, operating out of more than 40 sites across Victoria, NSW and WA, and has forecast annual revenue for the 2020/21 financial year of over \$150 million.

Just like our founders, we are deeply committed to our work, and are driven by social justice. We believe every child should be protected from abuse, neglect and exploitation, and are a child-safe organisation that is committed to protecting and advocating for the best interests of children and families across all our programs.

Our work is underpinned by our values, and by a deep understanding of the impact of trauma, informed by the Sanctuary Model. Sanctuary is a blueprint for organisational change, which supports organisations to provide a safe, non-violent environment for people affected by trauma. It also supports staff and carers to form communities that are safe and caring, and to maintain a culture that reflects these qualities at every level within the organisation.

### The MacKillop Institute

The MacKillop Institute was established at the end of 2019 to expand our reach and build the capacity of the sector to promote wellbeing, by taking our knowledge of what has worked well within MacKillop and sharing that knowledge through: fee-for-service training programs; thought leadership; advocacy; and the design, development and evaluation of innovative programs and practice to support at-risk children, young people and families.

Our current suite of programs includes our Grief, Loss and Change programs (Seasons for Growth; Seasons for Healing; and Stormbirds); ReLATE (a cultural change program for schools); Sanctuary; and Respecting Sexual Safety: Power to Kids (a program that protects at-risk young people from sexual exploitation by educating them and their carers about respectful relationships).

## Our vision

Children, young people and families are welcomed and supported by MacKillop to be empowered and thrive.

## Our values

**Justice:** We believe in the right of all people, regardless of belief or culture, to be treated justly and fairly

**Hope:** We commit to creating an atmosphere of hope where people find meaning in their experiences and relationship

**Collaboration:** We commit to working in a collaborative spirit through cooperation, coordination, and partnership

**Compassion:** We commit to creating an attitude of openness to others and to their circumstances

**Respect:** We seek to listen and learn from each other and to build relationships with respect

## Position purpose

This important role is responsible for developing and implementing a marketing and communications strategy for the Institute and its products, to raise awareness of the Institute among key stakeholders and customers and support the Institute to achieve its revenue targets. It is a newly-created role in an exciting start-up environment, established to deliver on one of the key strategic priorities for MacKillop, and support the long-term financial sustainability of the organisation.

The role will suit an experienced marketing and communications professional with 5+ years' experience across a broad range of skills including marketing and communication strategy development; stakeholder engagement; brand management; digital communications; media relations; copywriting; and internal communications.

The role is part of a high-performing, agile communications team that has responsibility for branding, marketing, digital, internal communications and external communications (including newsletters and media engagement) across MacKillop. It reports to the Director – The MacKillop Institute.

## Primary objectives

- Raise awareness of the MacKillop Institute brand among key target audiences
- Support the Institute National Program Leaders with the marketing of their programs to prospective customers (including the education, community services and mental health sectors)
- Ensure all marketing efforts support the Institute to achieve immediate and long-term financial targets and other business goals
- Increase awareness, understanding and engagement with the MacKillop Institute among internal stakeholders.

## Key result areas and responsibilities

- Develop and implement strategic marketing plans to support the programs within the MacKillop Institute, and prepare marketing activity reports and metrics for measuring program success
- Work with program leads to develop the Unique Selling Proposition of each of the products, based on a clear understanding of prospective customers
- Draft and oversee the design of high-quality marketing materials targeting prospective customers of the Institute
- Develop and produce content for a range of other internal and external channels - including the MacKillop Institute website; brochures; newsletters; white papers; and video content
- Plan and coordinate regular webinars for prospective customers that bring the Institute's programs to life

- Support the Institute's other digital activities, including its social media presence, and use these channels to position the Institute as a thought leader in issues concerning grief, loss, change and trauma, particularly in the education and community services sectors
- Oversee the roll-out of the new visual identity for the Institute, and support staff with advice and guidance on brand management
- Maintain and establish relationships with frontline staff across the organisation to gather and produce stories that bring the Institute and its programs to life
- Maintain high-level relationships with external providers and partner organisations
- Direct report responsibility for part-time graphic designer / events coordinator resource

### Key selection criteria

- Tertiary qualifications in marketing, communications or related discipline, with 5+ years' experience in a similar position
- Demonstrated ability to develop and implement strategic marketing plans, based on market research, assessment of the competitive landscape, market segmentation and data analysis, and experience in evaluating and reporting on performance
- Demonstrated capacity to work collaboratively and constructively with multiple stakeholders, and to demonstrate creativity, initiative and effective personal judgement when working alone
- Exceptional writing skills and an ability to write for different audiences (internal and external) across a range of mediums e.g. newsletters, websites, digital media, advertising and promotional materials
- Demonstrated ability to manage competing priorities, and work to tight deadlines
- Competency using Microsoft Office Suite.

### Other information

The incumbent is required to:

- Sign and actively abide by MacKillop's Code of Conduct.
- Observe and actively support MacKillop's P.8 People and Workplace Policy.
- Observe and fulfil health and safety responsibilities as contained within 'WHS-P-001 Responsibility Statements' document.
- Attend mandatory and other training as required.
- Actively participate in MacKillop's Bid Management process as required.
- Participate in and promote continuous quality improvement processes.
- Promote an environment that is culturally safe and strengths focussed.
- Abide by principles and commitments of the Sanctuary Framework.
- Incorporate cultural safety into your practice with Aboriginal families.

The incumbent must possess a:

- Valid and current Victorian Driver's Licence.
- Valid and current Victorian Working with Children Card.
- Satisfactory criminal history check conducted by MacKillop Family Services.

## Approval

<b>Approver's full name:</b>	Chelsea Tobin	<b>Date:</b>	10.12.2020
<b>Approver's position title:</b>	Director, The MacKillop Institute		
<b>Incumbent's full name:</b>			
<b>Incumbent's signature:</b>		<b>Date:</b>	



*MacKillop Family Services acknowledges Aboriginal and Torres Strait Islander people as Australia's First Peoples and as the Traditional Owners and Custodians of the land on which we live, work and play. We pay our deep respects to Elders past and present and acknowledge all Aboriginal children, young people, families and staff who are a part of MacKillop Family Services.*