

**POSITION DESCRIPTION - Community Engagement & Marketing Officer****Part 1 – Expectations for Your Role**

<b>Position</b>	Community Engagement & Marketing Officer
<b>Service / Program</b>	Better Connect
<b>Industrial Instrument</b>	Each Enterprise Agreement 2024
<b>Instrument Classification</b>	Level 4
<b>Reports to</b>	Operations Manager
<b>Effective Date</b>	August 2025

## Key Deliverables

### Social Media & Digital Engagement

- Develop and schedule dynamic social media content aligned with organisational campaigns and initiatives.
- Monitor engagement and analytics, adapting strategies for reach and relevance.
- Coordinate closely with Communications and Marketing teams to ensure brand consistency and clear messaging across digital platforms.

### Event Planning & Coordination

- Plan, coordinate, and support the delivery of public-facing events, activations, and stakeholder engagements.
- Manage event logistics including venue bookings, run sheets, promotional collateral, registrations, and post-event reporting.
- Ensure all events reflect organisational values and support strategic engagement objectives.

### Administrative & Calendar Management

- Maintain an up-to-date events calendar and communicate key dates across teams.
- Track planning timelines, liaise with suppliers, and provide administrative support for internal and external engagement activities.
- Prepare documentation including meeting agendas, planning notes, and evaluation summaries.

### Team Collaboration & Internal Liaison

- Act as a liaison between the consortium Communications and Marketing teams to support efficient workflow and project alignment.
- Facilitate content approvals, coordinate feedback loops, and ensure delivery of collaborative campaigns.
- Support cross-team initiatives and contribute to integrated communications efforts.

### Community Engagement

- Develop and maintain relationships with local stakeholders, community groups, and networks to foster inclusive and authentic engagement.
- Assist in outreach strategy development and contribute to the planning and delivery of community-informed activities.

### Brand Support



- Contribute to the rollout of materials including print, digital, and onsite assets.
- Ensure consistent use of branding across engagement platforms and events.
- Amplify organisational messages and initiatives through community-facing channels.

#### Reporting & Evaluation

- Monitor KPIs across events, campaigns, and digital platforms.
- Support reporting on engagement metrics, campaign reach, and community impact.
- Contribute insights to strategic reviews and future engagement planning.

## Skills

- Strong written and verbal communication across diverse audiences.
- Skilled in end-to-end planning and delivery of events.
- Confident using social media platforms and scheduling tools.
- Proven ability to build and manage stakeholder relationships.
- Highly organised with excellent calendar and time management.
- Creative thinker with a problem-solving mindset.

## Experience and Knowledge

- Proven experience in **community engagement**.
- Experience in **networking** and **partnership development** with other agencies.
- Knowledge of **health promotion principles** and service navigation.

## Qualification/Registrations/Licences (*Mandatory only*)

- Relevant qualification in **Health, Education, Community Services, or Mental Health**.
- **Current Driver's Licence** (state-based).

## Physical Requirements

- **Office Environment:** Ability to sit for extended periods and use office equipment.
- **Office Mobility:** Ability to move around the office and attend meetings.
- **Light Lifting:** Capacity to set up and run events, including carrying promotional materials and equipment.
- **Travel:** Ability to travel as required.



## POSITION DESCRIPTION - Employee

### Part 2 – Expectations for Our Team

At Each, we are committed to improving lives and strengthening communities through a range of health, disability, housing, counselling, and mental health services. With a dedicated team of over 1,500 employees and 250 volunteers, we aim to create a positive impact, empowering individuals to live healthier, happier lives.

Our vision is for everyone to live well, and we strive for a healthier, more equitable future through innovation, advocacy, and community engagement.

We care. We listen. We learn. We deliver. Altogether better care.

### Expectation of Employees

Employees are expected to work collaboratively with team members and other Directorates, contributing to both individual and community outcomes. They must model Each's values, ensuring an inclusive, safe, and engaging culture.

### Employee Responsibilities

- Ensure quality, safety, and risk management to protect staff, customers, and the community.
- Collaborate with team members and stakeholders to achieve positive outcomes.
- Create a safe, respectful environment that fosters growth, learning, and wellbeing.
- Track progress and outcomes to meet Each's goals and performance targets.
- Work within professional boundaries and program guidelines.
- Demonstrate leadership behaviours and serve as an ambassador of Each.

### Quality

Employees must engage in continuous improvement, comply with legislation and accreditation standards, and maintain the necessary skills and knowledge for their role.

### Safety & Wellbeing

All Each employees are responsible for their own health and safety, as well as that of others, in line with OH&S legislation and Each's policies.

### Child Safe Commitment

Each is dedicated to creating a child-safe environment, with zero tolerance for child abuse. Everyone is responsible for protecting and reporting any suspected child abuse, ensuring the safety and well-being of children involved with Each.

### Inclusion and Diversity Commitment

Each is dedicated to an inclusive and diverse workplace where everyone is valued and respected. All staff are expected to promote inclusivity, embrace diversity, and foster a collaborative environment, ensuring a safe and supportive workplace for all.

### Key Selection Criteria

#### Skills & Behaviours

- Adhere to Each's Behavioural and Performance Standards.
- Strong communication and interpersonal skills for building relationships.
- Collaborative team player with a positive attitude.

#### Desirable Experience, Knowledge, and Qualifications

- Relevant tertiary qualifications.



- Proven collaborative teamwork skills.
- Understanding of the Not-For-Profit and Health sectors.

#### Mandatory Competencies/Licences

- Criminal History Check and Employee Working with Children Check (as required).
- National Worker Screening Check (if required for the role).
- Entitlement to work in Australia

#### Expected Behaviours for all Each Staff

- Act in accordance with Each's Code of Conduct, policies, and service principles.
- Respond to family violence risk in line with the MARAM Framework.
- Promote a safety-first culture and adhere to health and safety policies.
- Ensure Each Great Care is put through its PACES (Person-Centered, Accessible, Connected, Effective and Safe).
- Support a zero-tolerance stance on abuse, neglect, and discrimination.
- Foster an inclusive, collaborative work environment, prioritizing customer needs.
- Contribute to teamwork, innovation, and continuous improvement.
- Engage in continuous learning and complete all mandatory training on time.