



## Job Description and Selection Criteria

### Marketing Officer – Communications and Content

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#### Location

Bentley Park

#### Reporting To

Brand & Marketing Manager

#### Direct Reporting Staff

Nil

#### Award / Agreement

Common Law Contract

#### Normal Hours

Monday - Friday

#### Position Objective

This role will be responsible for the continued development and implementation of all communications via marketing initiatives, PR opportunities and the management of other communication channels. Additionally, this role will be responsible for assisting in all areas of marketing, for all business areas.

#### Responsibilities

- Produce content for newsletter, social media and website
- Use social media to promote awareness of SwanCare
- Maintain website content
- Maintain Google Business and liaise with external search agency to uphold/increase search rankings
- Assist in implementing effective media campaigns for retirement, home care and resident aged care accommodation
- Liaise with sales and design personnel to design advertising, marketing and promotional material for new projects as directed
- Draft and prepare communications materials, including press releases etc
- Draft and prepare printed material for all business areas
- Prepare and produce targeted communications to client waitlist
- Assist staff in building relationships with external providers
- Support events, conferences and recruitment days
- Identify and coordinate appropriate PR and marketing opportunities, including interviewing residents and family members where appropriate
- Create and edit documents for corporate use
- Edit the SwanCare staff newsletter (The Cygnet) on a bi-monthly basis using content provided by senior managers / P&C department
- Create content for the SwanCare resident newsletter (Tidings)
- Liaise with external marketing support consultants
- Performs other duties as directed by the Brand & Marketing Manager and Executives

**Occupational Health & Safety**

- Accepts responsibility for own occupational health and safety requirements.
- Attends annual manual handling sessions, fire lectures, fire practices, evacuation, bomb threat and dealing with aggression education.
- Utilises Universal Precautions at all times.
- Reports all accidents to General Manager Aged Care Operations and completes an Accident/Incident form.
- Identifies and reports to General Manager Aged Care Operations any practice / equipment which may reduce safety for staff or resident.
- Works in a safe manner, considering own safety and that of other staff members, residents and visitors to SwanCare Group.
- Ensures equipment that is broken is removed from the work area and a request is submitted to the appropriate Manager.
- Conducts safety audits when requested to do so.

**Corporate Values**

- Actively promotes & upholds the corporate values of the organisation;
  - Reliable
  - Enthusiastic
  - Supportive
  - Professional
  - Ethical
  - Compassionate
- Ensures that appropriate systems are in place to monitor customer satisfaction throughout all financial services delivered by the organisation.

**Professional Development**

- Maintains and develops professional knowledge and skills.
- Actively participates in professional associations and SwanCare Group committees as requested.
- Sets goals for personal and professional growth and revises them annually.
- Acts in accordance with:
  - Occupational Safety & Health Legislation, Standards and Codes of Practice; Australian Standards and other relevant information.
  - Infection Control Standards and Health Department Guidelines.
  - SwanCare Policies, Procedures and Guidelines.
  - The Aged Care Legislation and Principals.
  - SwanCare Delegations Authority

Performs other duties as directed by the General Manager Community Living

**Prepared By**

**Accepted and Agreed by**

Name:

Signature:

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Date:

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## **SELECTION CRITERIA**

### **Marketing Officer – Communications and Content**

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#### **Essential Criteria**

- Tertiary qualifications in marketing, communications, public relations or relevant qualifications.
- Strong communications skills with experience conducting talent interviews & writing media-ready materials, such as media releases, and general marketing collateral
- Advanced IT literacy skills that include search, social, Ms Suite products, specifically MS Word, Outlook and PowerPoint
- Strong attention to detail
- Ability to multitask and work to deadlines
- An understanding of outputting documents for printing
- Ability to maintain non-disclosure of confidential and sensitive information that may be critical to operational success
- Demonstrated commitment to customer service
- Ability to organise and prioritise work commitments and manage personal time to achieve set outcomes
- Ability to operate in a collaborative team environment
- Negotiation and conflict resolution skills
- Federal Police clearance.

#### **Desirable Criteria**

- Ability to review and improve business processes