

Position Description | Communications and Marketing Lead

Position Title:	Communications and Marketing Lead
Department/ Division:	Business Services
Reports To:	Chief Executive Officer
Direct Reports:	TBD
Industrial Instrument:	Award Free
Pay Classification:	Common Law

Position Summary

The role is responsible for developing and delivering a cohesive internal and external communications strategy to support business objectives and to promote the work of Southern Cross Care Tasmania across a range of audiences both internally and externally. The role drives marketing activities that promote services offered by Southern Cross Care Tasmania, communicating news, stories and items of interest to relevant audiences and ensuring a strong brand is established and maintained.

Operating context

The role works across multiple business units with diverse operations. Manages responsibilities through a team of staff and outsourced providers. Workload fluctuates according to time of the year and may be impacted by unexpected events or shifting priorities. The role requires a hands-on approach. This may include writing, editing and producing information for communications campaigns or designing and developing marketing collateral.

Autonomy

Work is self-prioritised in a structured environment with little direct supervision. Open communication channels exist with the Chief Executive Officer and within the broader executive team, meaning that work is discussed periodically on an as-needs basis. Performance is formally reviewed annually. Incumbent will be required to determine when and how to escalate unresolved or complex issues.




Key Responsibilities

- Develop and implement effective and targeted communications plans, including a calendar of events to engage with staff, clients, residents and their families and other key stakeholders and to promote Southern Cross Care and its objectives.
- Establish and maintain communication protocols, including in the event of an emergency or unexpected events.
- Lead the development and delivery of communications products and activities across Southern Cross Care.

- Coordinate, prepare and distribute articles and information for newsletters, the website and other publications to maximise engagement.
- Design and maintain a brand strategy. Understand how our brand is currently positioned in the market, anticipate consumer trends and keep brand up to date.
- Oversee writing, editing and proofreading of corporate publications and documents to ensure consistency, quality and alignment with Southern Cross Care Tasmania's brand and messaging.
- Develop and execute marketing campaigns based on market research and measure and report on success of marketing campaigns.
- Build and maintain deep knowledge and understanding of the social, market and business dimensions of the aged care sector to effectively design strategy that creates the required communication and engagement outcomes.
- Develop and maintain the client relationship management database.
- Develop and maintain strong relationships with media outlets and key internal and external stakeholders. Proactively manage stakeholder relations and expectations relating to communications activities.
- Regularly report on key media, advocacy and communications metrics for the Executive.

The incumbent can expect to be allocated duties, not specifically mentioned in the position description, that are within the capacity, qualifications and experience normally expected from persons occupying positions at this classification level.

Southern Cross Care Values

 <p>Compassion</p>	<ul style="list-style-type: none"> ▪ We respond willingly and positively to help meet the needs of those around us. ▪ We promote a sense of belonging and community. ▪ We demonstrate and foster empathy and sensitivity towards residents, clients, their families, our colleagues, and the whole community.
 <p>Integrity</p>	<ul style="list-style-type: none"> ▪ We look for the good in all people and recognize the contribution of each individual as we work together. ▪ We demonstrate honesty and trustworthiness in all that we do. ▪ We are conscientious and ethical in our decision making and take responsibility for our own actions.
 <p>Respect</p>	<ul style="list-style-type: none"> ▪ We believe in the sanctity of life and that each life is unique and has special individual worth and dignity. ▪ We recognise and respect individuality and diversity. ▪ We treat all people with courtesy and respect regardless of gender, ethnic background, religious belief, or economic circumstances. ▪ We manage our resources wisely to minimize the impact on the environment.



Selection Criteria

Essential	Desirable	Special Employment Conditions
<ul style="list-style-type: none">▪ Experience in copywriting, editing, proofreading and media relations▪ Interviewing and sourcing information to develop content that shares stories▪ Experience in developing and coordinating integrated campaigns and working alongside internal and agency resources▪ Experience in managing online channels and tools including website, email builders and social media content management systems▪ Project coordination including effective time management, juggling multiple tasks and timelines▪ Ability and willingness to take a practical approach and undertake work at an operational level.	<ul style="list-style-type: none">▪ Understanding of the aged care sector.▪	<ul style="list-style-type: none">▪ Required to provide a satisfactory National Criminal History Record (Police Check) that is not more than three years old on employment and that complies with the requirements of the Aged Care Act 1997 prior to commencement of employment▪ Must hold a valid registration to work with vulnerable people with a NDIS endorsement as this is a condition of registration for all NDIS providers under the NDIS Act 2013 and SCC Safety Screening Policy.▪ Required to sign the organisation's Confidentiality Agreement.

Work Health and Safety Requirements and Continuous Improvement

Maintain a safe working environment and adopt safe work practices by:

- Adhering to Southern Cross Care Workplace Health and Safety Policy and Procedures
- Working in a responsible manner and encouraging others do so to ensure the safety of oneself, other staff members, residents and visitors to Southern Cross Care Facilities.
- Implementing correct fire, emergency and safety procedures, and attending prescribed training as required.
- Perform all tasks in accordance with SCC established procedures.
- Reporting, and documenting incidents, risks and hazards in a timely manner in accordance with SCC policy and procedures.

Authorisation

Manager Signature		Date	
Employee Signature		Date	