



**Media and Marketing Officer**  
Position Description  
Governance, Performance & Innovation Unit

**Stage: Issued**  
**Version: 1.005055**  
**Issued: 11/06/2019**  
**Next Review: 10/06/2022**

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<b>Position Title:</b>	Media and Marketing Officer
<b>Location:</b>	Quantum Morwell Office with all site visits and attendance at community events.
<b>Hours of Duty:</b>	As per Employment Agreement.
<b>Duration:</b>	This position is dependent upon future funding.
<b>Position Funding:</b>	Funding is provided through the State and/or Commonwealth Government.
<b>Salary:</b>	Salary and conditions are as per the Quantum Enterprise Agreement 2015 and the Social, Community, Home Care and Disability Services Award (SCHADS). Salary packaging is available.
<b>Classification:</b>	Social and Community Services Award Level 5.

### Our Vision, Mission & Values:

Quantum is committed to providing accessible high quality, advocacy and support services that meet the needs of our community.

#### Our Vision

Quantum serves to enrich the wellbeing of Gippslanders.

#### Our Mission

To improve lives by empowering people, particularly the vulnerable to reach their full potential.

#### Our Values

Quantum recognises that values driven activities and relationships are essential to the successful achievement of our Vision and Mission and a vibrant organisation. These values guide our behaviours, planning, service delivery and relationships.

<b>Respect:</b> Quantum values the worth and contribution of others and embraces treating people fairly and without discrimination	<b>Integrity:</b> Quantum values being ethical and professional in our conduct	<b>Empowerment:</b> Quantum values sharing our knowledge to promote the choices and decision-making capacity of others
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### Primary Position Objectives:

- Engage and build partnerships with our clients, community and key stakeholders to identify needs relating to service responses.
- Build Organisational capacity to sustain performance, and foster strategic growth and development.
- Empower and engage our staff; creating and maintaining a connected, supported and aligned team.
- Invest in communication, storytelling, advocating for social change and raising awareness through education and provision of information.

### Duties and Responsibilities:

#### Service Delivery

- Promote Quantum's brand and service offerings.
- Coordinate web content, manage administrative functions and work with design consultants to ensure web is current.
- Organise a Communication and implementation plan to launch logo, branding and website.
- Develop and implement Quantum's Media and Marketing Plan 2019-2022.
- Develop a Stakeholder Strategy 2019-2022.
- Develop and implement a Communications and Engagement Plan.
- Develop tools and techniques to establish the baseline for Quantum's profile.
- Develop media and/or marketing campaigns for local events across all Quantum sites (Warragul, Latrobe, Sale, and Bairnsdale) as required.
- Develop an online library of resources, including logo and branding, photographs and media releases.
- Work with the Chief Executive Officer (CEO), Executive Management Team (EMT) and Program employees to produce appropriate service resources including Annual Reports, Newsletters, Fact Sheets, and Brochures.

- Work with employees to implement the Community Engagement Strategy, and participate in community events.
- Implement proactive media/stakeholder engagement on key community issues relating to Quantum's services.
- Develop an external communication plan that includes messaging to funding bodies, other key stakeholders and community groups.
- Work closely with all employees and the Executive Management Team to develop key messaging for Quantum.
- Develop Communications Tool Kit.
- Cultivate a 'Story Telling' Movement; ensure the voices of the community are heard
- Seek out grants to build capacity of Quantum's Communications Unit.
- Develop, author and prepare tenders as required.
- Build communications and engagement capacity and resources in order to increase community and stakeholder awareness of Quantum.
- Create an organisational 'Movement of Advocates' using research, education, mobilisation and innovation that elevate key messages to impact greater social change.
- Cultivate a culture of collective giving' through innovative marketing strategies and philanthropic engagement.
- Use online platforms to recruit donors and online audiences.
- Work with key positions to ensure position objectives including website content, marketing materials, and social media content.
- Coordinate media for local events within the different local government catchment areas of Baw Baw, Latrobe, Wellington and East Gippsland.
- Research political environment, social policy frameworks and reforms to maintain current political responses.
- Prepare Briefing Papers on time, with a strong, positive and articulate writing style to a high quality standard.
- Work with operational teams to understand and assemble the information needed for preparing submission solution and service models.
- Engage with media outlets.
- Assist with content layouts and formats consistent with corporate branding and style guidelines.
- Establish a stakeholder communications listing for dissemination of Quantum resources and news.
- Cultivate a culture of collective giving and donor-interdependency by establishing e-word of mouth across networks and social platforms to increase awareness and fundraising efforts.

#### **External Communications**

- Develop content for marketing and media materials, as well as other external products.
- Assist with content layouts and formats consistent with corporate branding and style guidelines.
- Manage content on Quantum's website using the sites content management system.
- Manage content on Quantum's Facebook site, and other social media platforms as required and monitor site traffic for adverse activity potentially damaging to Quantum's organisational reputation.
- Work with staff on promoting localised community engagement events.

#### **Business Development Research**

- Use your computer and internet skills to undertake business development related research.
- Assist with the preparation of various business development related documents.

#### **Research**

- Monitor changes and updates relevant to Government Social Policy.
- Provide up to date media responses to Victorian and National Reforms in the Homelessness and Family and Domestic Violence Services Sector.

#### **General**

- Perform other duties relevant to Quantum's operations as directed by the Chief Executive Officer.

#### **Occupational Health and Safety**

- Promote a safe workplace for colleagues and clients in accordance with OH&S legislation and Equal Opportunity Practices in accordance with Quantum policies and procedures.
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#### **Reports to:**

Manager, Innovation and Community Strengthening.

#### **Key Selection Criteria:**

1. Demonstrated high level writing and communication skills
2. Demonstrated high level computer software skills including use of Microsoft office products, web searching/researching, social media, content management, and website content management
3. Demonstrated ability to critically analyse data/information and write media releases
4. Highly developed interpersonal communication skills including working with staff at all levels of the organisation
5. Proven to be innovative and solution focused; able to apply successful marketing principles to campaigns
6. Demonstrated ability to work independently and to be self-motivated
7. Able to demonstrate the core values of Quantum
8. Demonstrated ability to prioritise

#### **Other relevant skills, knowledge and experience :**

##### **Desirable**

- Capacity to influence using high level report writing (i.e. Annual Reports and Ministerial Briefing Papers).
- Marketing
- Experience in Videography and e-marketing
- Journalism

- Graphic design
- Adobe in-design and Adobe Suite software
- Report writing

**Key Relationships:**

- Work closely with Chief Executive Officer (CEO)
- Work closely with Executive Management Team (EMT)
- Work closely with the Stream Managers, Practice Leaders and program employees
- Promote the work of Quantum through political and ministerial engagement and local Members of Parliament.

**Mandatory Requirements:**

- University or TAFE diploma in Multi-media, Journalism and/or Industry related experience/qualifications
- Strongly demonstrated experience relevant to this position
- Completed application must address the key selection criteria, include a current resume that contains or has attached, the name, address and telephone number(s) of three referees
- Hold 100 points of identification for police checks

**Conditions of Employment:**

- The successful applicant must confirm in writing their acceptance of the Offer of Employment from Quantum, complete a successful Police Check and Referee Check and provide confirmation of a Working with Children Check prior to commencing employment
- The successful applicant is required to comply with the policies and procedures of Quantum
- A current Victorian driver's license is required at all times
- This position description is subject to an annual review, and hours may increase with increased funding

**Accountability:**

The position is accountable to the Manager, Innovation and Community Strengthening.

**Revision History:**

Created 11th June 2019

**Acknowledgement:**

Please sign and date to acknowledge you have read and understood this position description.

Employee:	Manager
Name: _____	Name: _____
Signature: _____	Signature: _____
Date: ____/____/____	Date: ____/____/____