



position description

Job Title:	Enterprise Trainer – Digital Marketing
Position ID:	6134
Location:	Yugambeh and Yuggera (or Jaggera) Nations Kingston
Division/Programme:	Social Enterprise/Client Services
Immediate Manager:	Enterprise Coordinator

about us

yourtown is a trusted provider of services for young people, with a focus on mental health and wellbeing, long-term unemployment, prevention of youth suicide, child protection, as well as support for those experiencing domestic and family violence.

We exist to help young people realise they can tackle whatever life throws at them. To believe in their unique strengths, tenacity and self-determination, to identify and create the path they want for themselves.

Our goals are achieved through genuine collaboration with community, we depend on the support of donors, sponsors, governments and Art Union supporters to fund our vital services, to give children and young people the confidence to rise up and keep moving forward to achieve their potential.

yourtown has a zero-tolerance approach to abuse and we believe that Safeguarding is a shared responsibility of all, for all.

purpose of the position

To facilitate the delivery of **yourtown**'s Social Enterprise Youth Digi Marketing Skills Program which aims to provide young people with access to tailored training in Digital Marketing and Advertising to ultimately prepare them for open employment opportunities. The role will provide specific marketing expertise and project activities whilst contributing to the achievement of foundational skills and a pathway to employment.

responsibilities

May include, but are not limited to:

- Act in a safe manner whilst ensuring a safe work environment and compliance with **yourtown**'s Safety Always approach
- Oversee project activities associated with the Digital Marketing Training Program including the delivery of the approved project plan and scope of works
- Delivery of quality training and supervision to young people alongside the Certificate 1 Workplace Practices and non-accredited training to ensure young people successfully complete the program
- Provide trauma informed, strength based mentoring and support to trainees and work closely with the Youth Worker to ensure any non-vocational barriers are addressed
- Facilitate digital literacy and basic marketing activities as outlined in the approved Project Plan. Assist trainees to develop entry level transferable digital skills not limited to:



- Data entry
- Web-based communications and research
- Word processing
- Email and chat
- Secure information processing
- Basic app development and web design
- Co-facilitate accredited training delivery with RTO Partner Collaborate with partner organisations to coordinate additional training activities
- Provide regular reports (daily, weekly, monthly and quarterly as relevant) on project performance and outcomes
- Participate in and meet the requirements for Practice Supervision and Client Skills Training
- Demonstrate an understanding of and meet the requirements of the position and all performance expectations including:
 - Maintaining currency of knowledge with regards to relevant legislation, professional practice and emerging trends to ensure advice is current and effective.
 - Participating in other duties and cross-functional teams as may be required, in order to achieve efficient and effective **yourtown** services.
 - Participating in and meeting the expectations as agreed pursuant to the Organisational Performance System processes.
 - From time to time be required to assist in other locations and travel intrastate, or interstate, as required.

at **yourtown** our team members:

- Adopt a culture of individual and organisational accountability, shared mission, mutuality of respect and responsibility, growth mindset and continuous improvement
- Invest in their own ongoing professional development and leadership capability through active learning, seeking feedback and participating in **yourtown** leadership impact opportunities.
- Solve team and organisational problems using a super team approach leveraging cross functional capabilities and skills with diverse thinking to create a future ready workforce.
- Engage respectfully and meaningfully with Aboriginal and Torres Strait Islander communities, stakeholders, clients, and colleagues. Actively support initiatives identified in **yourtown's** Stretch Reconciliation Action Plan 2023 – 2025.

selection criteria

Essential knowledge, skills, abilities:

- Qualifications in Business or Marketing and a minimum of 3+ years of experience in a similar role
- An understanding of challenges to employment faced by young people and the ability to work within the Mission and Values of yourtown and demographics of yourtown trainees



- Exceptional knowledge and demonstrated experience with business marketing or business administration in a training environment
- Strong time management skills with a high level of attention to detail, with the ability to prioritise projects, complete tasks with conflicting deadlines and adapt quickly to unexpected changes in workflow
- Demonstrated experience in building and maintaining relationships across a variety of internal and external stakeholders to successfully deliver results
- Works collaboratively in a team environment and autonomously when required
- Highly motivated and driven to achieve set performance targets
- Knowledge of and intermediate skills in desktop publishing software (InDesign, Photoshop, Illustrator, Powerpoint Canva etc)

requirements

The Enterprise Trainer – Digital Marketing must always:

- Comply with the relevant state or territory requirements for working with children
- Maintain satisfactory National Criminal History Check
- Possess an unrestricted current Driver's Licence
- Comply with **yourtown's** immunisation procedure.
- Demonstrate conduct compliant with **yourtown's** Code of Conduct.
- Maintain confidentiality and discretion in all matters.
- Align to the mutuality of safety and wellbeing for self and others in all **yourtown** workplaces and work related activities.
- Uphold the **yourtown** safeguarding commitment in every aspect of their role.

Review and Version Control				
Version	Authorised by	Approval Date	Effective Date	Comment
v1.1	V Stark HR Manager	28/05/2024	28/05/2024	Updated