

POSITION DESCRIPTION

Position Title:	Marketing and Communications Coordinator
Reports to:	Head of Marketing, Communications and Philanthropy
Direct Reports:	0
Business Area:	Marketing / CEO Office
Primary Location:	Subiaco

PURPOSE

The Marketing and Communications coordinator is responsible for the coordination and implementation of marketing and communications campaigns across different business areas of Amana Living.

This role is responsible for the coordination of the organisation's marketing and communications activities, including collateral, brand style guide, internal and external communications, administration, websites, social media, publications and campaign management.

VISION, MISSION, AND VALUES

The Marketing and Communications coordinator contributes to Amana Living's Vision, Mission, and Values.

VISION A community where every older person is honoured and valued.

MISSION Together, we enable older people to maintain their individuality, providing what is needed to support a fulfilling life.

VALUES

Compassion	We act with kindness, empathy, and respect to foster a community of caring
Collaboration	We work together, so every person's contribution advances our common purpose
Curiosity	We are determined and creative in finding ways that deliver great outcomes
Inclusion	We celebrate diversity, ensuring everyone is welcomed and treated equitably
Trust	We take our responsibility seriously and are worthy of the trust placed in us

AGED CARE CODE OF CONDUCT

Aged care workers are covered by the Code of Conduct for Aged Care. The Code sets out how approved providers (Amana Living) and their workers (Amana Living staff) and governing persons must behave and treat consumers when providing aged care services, and strengthens protections for older Australians against unsafe, poor-quality aged care services.

Amana Living expects all staff covered by the Aged Care Code of Conduct to comply with Code and all remaining staff to provide care and/or service that is safe and respectful and to behave in a way that is in keeping with the Code.

WORK HEALTH AND SAFETY

Marketing and Communications coordinators are required to take reasonable care for their own health and safety and the health and safety of other persons at the workplace. Throughout their employment they must comply with any reasonable instructions, policies and procedures relating to health and safety at the workplace.

KEY DUTIES AND RESPONSIBILITIES

CORE RESPONSIBILITIES	KEY TASKS AND DUTIES
Marketing	<ul style="list-style-type: none">• Assist with delivering Marketing Strategy and Plan across all of Amana Living's businesses (Aged Care, Training, Recruitment and Catering divisions).• Assist with brand positioning, creative development, media and research implementation- Co-ordinate inputs, feedback and ideas from other teams and partners.• Tracking KPIs and analysing data, to make recommendations that will optimise performance.• Build an intimate understanding of the service and product features of each of the business divisions in the organisation and translate to user benefits• Maintain distribution of marketing collateral to key business areas (brochures for head office, residential locations, day clubs and external stakeholders where required).• Ensure all marketing and client-facing communications aligns with the brand style guide.• Own and drive action plans and calendars e.g. a social, content, directories and events calendar.• Brilliant project management - timelines and liaison with agencies on including project logistics, meeting or workshop co-ordination, pre-prod for shoots, etc

Social Media	<ul style="list-style-type: none"> • Create a social marketing strategy and implement content paid social and SEO topics. Liaise with agency partners • Manage all of Amana Living’s social platforms and website, ensuring information is up-to-date and accurate • Promptly respond to contacts and enquiries Amana Living’s social media platforms • Monitor KPIs, report on effectiveness and recommend changes. • Utilising mac tools and online platforms for video production
Inhouse Production	<ul style="list-style-type: none"> • Create video assets, posts, etc • Take photographs at events when necessary • Assist with artwork e.g. signage, sales materials, promotional items. • Ensure consistency of brand and visual identity application Amana Living communications and assets. • Support internal teams to deliver materials that are ‘on brand’.
Events	<ul style="list-style-type: none"> • Assist with events and exhibitions, including sourcing promotional items, brochures, banners etc • Attend and develop associated content – for posts, comms, etc • Track results and provide assessment of the activity, including return on investment. Make future recommendations. • Own and drive action plans and calendars e.g. a social, content, directories and events calendar.
Communications	<ul style="list-style-type: none"> • Supporting Amana Living’s operational business units to provide timely and effective communication to residents, staff, clients, and families, including dissemination • Assist in the creation and distribution of Amana Living magazine, Annual Report • Ensure website content is up to date and accurate • Assist with Amana Living events (e.g. Awards, Site launches or events) • Support delivery of employer brand communications programme, ensuring compliance with the Amana Life employer brand guidelines.
Financial	<ul style="list-style-type: none"> • Adhere to all financial management policies and operate an efficient, compliant payments process including raising POs, processing of invoices, reconciling spend • Where responsible for a marketing activity, monitor budget assigned,

KEY OUTCOMES

- Support Head of Marketing to deliver:
 - Amana Living’s Leadership team and senior management to ensure staff are kept informed and aware of key projects and responsibilities.
 - Support Amana Living’s Leadership team and senior management to ensure staff to embed mission, vision and values.
 - Support the Marketing team in reaching growth targets across all business areas
- Develop engaging social media content to promote services and increase brand awareness and consideration

SELECTION CRITERIA

SKILLS, KNOWLEDGE & ABILITIES
Brilliant organisational, project management skills and experience – delivering on time and on budget.
Demonstrate good verbal, written, and interpersonal communication skills
Experience in Marketing and Communications strategy and implementation
Implementing Social Media Strategies
Craft CMS or similar CMS solution - comfortable in updating websites
Mailchimp experience or similar CRM D-Base / e-marketing/e-mail solution experience

ESSENTIAL REQUIREMENTS
National Police Clearance Certificate (no older than 6 months) or NDIS (Worker’s Screening) Check
Proof of current influenza and Covid-19 vaccinations as per Amana Living policies
Western Australian C Class Driver’s License
DESIRABLE REQUIREMENTS
Graphic Design skills: experience using InDesign, Illustrator, Lightroom, Acrobat Pro and Photoshop, and Canva
Photography experience or a desire to learn photographic skills
Experience with eCommerce platforms e.g. shopify
Bachelor degree in Marketing and/or Communications, Arts or Psychology

ATTRIBUTES & ATTITUDES
Professional presentation and proactive attitude
Proven organisational and time management skills
Ability to work independently and as a member of a team
Ability to problem solve, applying creative solutions while working within the organisation's policies, procedures, and values
Demonstrated capability to understand and respond to financial performance information