





## POSITION DESCRIPTION

Position Title: CIRC Marketing Communications Advisor			
<b>Position Purpose</b> To provide marketing and communications support to Scope's Communication and Inclusion Resource Centre (CIRC), and to support community awareness of CIRC projects in line with Scope's overall brand.			
<b>Division:</b>	National - Communication & Inclusion Resource Centre (CIRC)	<b>Reports to</b>  <b>Direct Reports:</b>	CIRC National Business Development Manager  None
<b>Internal Relationships:</b>	<ul style="list-style-type: none"> <li>- CIRC team</li> <li>- Marketing &amp; Communications team</li> <li>- Customer &amp; Brand Strategy team</li> </ul>	<b>External Relationships</b>	<ul style="list-style-type: none"> <li>- People we support and their families</li> <li>- Therapists</li> <li>- National Corporate and community partners</li> <li>- National and State media</li> <li>- External design and media agencies</li> </ul>
<b>Delegation of Authority</b>	Level 6	<b>Category</b>	Specialist
<b>Employment Contract</b>	Permanent Part Time	<b>Award</b>	Non Award

<b>Scope's Mission</b>	Scope's mission is to enable each person we support to live as an empowered and equal citizen.
<b>Scope's Vision</b>	Scope will inspire and lead change to deliver best practice. We will: <ul style="list-style-type: none"> <li>• support and listen to each person and their family.</li> <li>• provide leadership to influence strategy and policy.</li> <li>• deliver person driven, flexible &amp; responsive services to build a sustainable future.</li> <li>• build on our foundation for success through our expertise in service delivery, workforce development, quality improvement and research.</li> </ul> We will deliver better outcomes.
<b>Scope Approach</b>	<div> <div> <b>SEE THE PERSON:</b>  <p>               We listen to understand                We see the potential                We recognise how you do things and what you achieve                We take personal responsibility                We build excellent relationships with our customers and customers                We understand the balance between risks and rights             </p> </div> <div> <b>DO IT RIGHT:</b>  <p>               We use systems and processes                We deliver quality outcomes safely and on time                We understand risks and opportunities                We are a financially sustainable organisation                We own the consequences of our actions                We take pride in the delivery of our Mission             </p> </div> </div>

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	<div> <div> <b>DO IT TOGETHER:</b>  </div> <div> <b>DO IT BETTER:</b>  </div> </div> <p>           We lead in line with Scope's approach            We work together to achieve shared goals            We build ethical and sustainable partnerships            We support each other            We communicate early and honestly            We share responsibility for safety         </p> <p>           We develop creative solutions            We review and continually improve            We understand what is working and what is not            We seek and respond to feedback            We build capacity in all that we do            We are a leader in safety         </p>
Key Function	Key Accountabilities, Responsibilities & Deliverables
Service Provision	<ul style="list-style-type: none"> <li>Review and update the CIRC Marketing Plan and operationalise the identified strategies of the CIRC National Business Plan</li> <li>Achieve the key deliverables identified for the role within the CIRC Marketing Plan.</li> <li>Assist the National Business Development Manager and CIRC Managers in undertaking external market and competitor analysis to grow revenue and customer pipeline</li> <li>In collaboration with the National Business Development Manager and Product, Brand &amp; Marketing, develop a customer segmentation approach to attract customer and partner opportunities to position CIRC services for financial viability and achievement of growth targets</li> <li>Provide link between the Product Brand and Marketing and CIRC teams.</li> <li>Support the marketing and promotion of CIRC services and projects as prioritised by the CIRC managers.</li> <li>Identify relevant and strategic events/conferences etc. and costings aligned to the strategic direction of the business and local event management including expos/launches. Contribute to coordination of webinars.</li> <li>Produce and deliver advertising content in collaboration with Product Brand &amp; Marketing team</li> <li>Coordinate production of marketing collateral and advertising assets in line with agreed brand style templates and guidelines in consultation with the Product Brand &amp; Marketing team</li> <li>Management and maintenance of the CIRC marketing database(s) and distribution lists through campaign monitor/salesforce</li> <li>Collaborate with digital marketing team to design digital and social medial campaigns.</li> <li>Contribute to developing direct mail, website and social media content, including blogs and videos, sharing and monitoring on social platforms such as Facebook, Twitter and LinkedIn.</li> <li>Provide consultancy and peer support in relevant areas of work, related to marketing and business development.</li> <li>Accountable for the production of all reporting in relation to marketing activities</li> <li>Assist the National Business Development Manager and CIRC Managers in identifying the operational expenditure/costs related to the delivery of CIRC marketing and business development activities.</li> <li>Accountable for undertaking mandatory training related to the maintaining of Scopes policies and procedures.</li> </ul>

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<b>Workplace Health &amp; Safety</b>	<ul style="list-style-type: none"> <li>Responsible for ensuring that Scope complies with its legal requirements and strives for best practice in the provision of a safe workplace for all.</li> </ul>
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<b>SELECTION CRITERIA</b> <b>Marketing Communications Advisor</b>	
<b>Qualifications &amp; Knowledge/Experience</b>	<ul style="list-style-type: none"> <li>Tertiary qualifications in Public Relations, Communications, Marketing, Journalism or similar</li> <li>Minimum 2 years of demonstrated experience in a similar role, experience in the not for profit sector highly regarded</li> <li>Experience working with or supporting people with a disability (desirable)</li> <li>Excellent communication skills demonstrated by the ability to interact and negotiate with a wide range of people (people with communication difficulties, parents, direct support staff, therapists, corporates etc.)</li> <li>Ability to organise and prioritise workloads and meet agreed timelines</li> <li>Ability to work effectively and positively as part of a large team</li> </ul>
<b>Technical Competencies</b>	<ul style="list-style-type: none"> <li>Excellent Customer Service Skills</li> <li>High level knowledge of MS Office software suite, salesforce, campaign monitor</li> <li>Well-developed oral and written communication skills with experience in liaising with a range of people.</li> <li>Ability to work flexibly, independently and use initiative.</li> </ul>
<b>Behavioural Competencies</b>	<ul style="list-style-type: none"> <li>Customer service orientation</li> <li>Strong organisational skills</li> <li>Strong networking and interpersonal skills in working with stakeholders both internally and externally</li> <li>Team player</li> <li>Strong eye for detail</li> <li>Creativity, initiative and strong problem solving skills</li> <li>Ability to work independently and to deadlines</li> <li>Demonstrated ability to prioritise tasks in a busy environment and handle projects simultaneously</li> </ul>
<b>Licenses &amp; Accreditations</b>	<ul style="list-style-type: none"> <li><i>Cleared NDIS worker screening</i></li> <li><i>Working with children check</i></li> <li><i>Must satisfy all visa requirements for working in Australia.</i></li> <li><i>Drivers license (required for all roles where there is a requirement to travel to deliver service</i></li> <li><i>Current Covid vaccination</i></li> </ul>

### Authorisation:

This Position Description has been reviewed and approved by the General Manager (Denise West) and is effective from the 09/09/21

People & Culture Authorisation

Job Evaluation Completed: \_\_\_\_\_ Position Created: \_\_\_\_\_

Organisation Hierarchy Amended: \_\_\_\_\_

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