

# Position Statement

<b>Position Title</b>	Communications Lead	<b>Department</b>	Administration/ Management
<b>Level</b>	Dependent on skills and experience	<b>Location</b>	Buninyong & District Community Bank (Community House)
<b>EFT</b>	0.4 EFT (+ hours as agreed)	<b>Award:</b>	Banking, Finance and Insurance Award 2020
<b>Reports to</b>	Branch Manager	<b>Financial Authority</b>	(1) Marketing Budget as Agreed (2) Community Investment Delegation \$TBD
<b>Internal Relationships</b>	Director Communications Director CI		
<b>Direct Reports</b>	Nil	<b>Indirect Reports</b>	Designers/ External Contractors
<b>Created</b>	June 2020	<b>Updated</b>	NA

## Organisational Information

Buninyong & District Financial Services was formed in 2009 and began operating in 2010.

Since 2011, the Buninyong & District Community Bank (BDCB) has returned in excess of \$1,000,000 back to the local community through the highly regarded Community Investment (CI) program.

BDCB is governed by a Board of Directors (maximum eleven) with the roles of Company Secretary and Accounts Officer outsourced. The business is operated by eight branch employees under the direction of the Bendigo & Adelaide corporate team. The Board of Directors are removed from all banking operations.

BDCB was established solely to operate a Bendigo & Adelaide Bank Community Bank franchise and is owned by some 230 local shareholders. Shares can be traded (current value \$1) under a Low Volume Market scheme (ASIC guidelines). Franked dividends are returned to shareholders as determined by the Board, however this is not the primary focus of the organisation.

The primary focus of the organisation is to contribute to building a thriving community for all stakeholders by feeding into prosperity, not off it. Similarly to build social capital and foster relationships between people in the community. Social capital adds depth to the BDCB brand, reputation and overall should be reflected on the Community Balance Sheet.

BDCB prides itself of being a leading example of Community Banking with a forward-thinking and invested team of people behind all facets of the business.

## Position Purpose

The newly established role of Communications Lead has been created primarily for the increasing need to better tell our story. The story of community banking, the everyday impacts community investment makes and how the model works.

This role will be responsible for implementing the BDCB Communications Strategy in line with organisational objectives and coordinating the operational aspects of the Community Investment Program. You will work closely with the Branch Manager to deliver content, engage stakeholders and the community and develop meaningful connections and relationships.

The role is responsible for managing and maintaining a regular communications program across all media types and using innovative solutions for impact.

This role will also liaise with prospective and successful grant recipients through the Community Investment Program. Additional administrative tasks may also be undertaken such as managing the Community House.

The role should provide immeasurable value to the business in terms of achieving the key accountabilities with improved communication, coordination, accountability and focus. The hours of the role should be worked flexibly for delivery of key objectives.

## Key Accountabilities

Key Result Area	Responsibility
Communications Planning	<p>Work with the Director Communications and Branch Manager to assist in annual planning, review and direction.</p> <p>Input into and execution of the agreed annual BDCB Communications Plan (achieving broad objectives, subsequent developed SMART goals and budget compliance) and resulting Action Plans.</p> <p>Develop specific Communications Contents plans and execution of such.</p> <p>Review proposals and make recommendations that support the delivery of objectives within budget.</p> <p>Plan and deliver in-branch CI promotion and impacts.</p>
Communications & Marketing Operations	<p>Source, write and proof appropriate content and distribute approved material across agreed communication channels.</p> <p>Liaise with and manage designers and creative output in line with developed language, brand and style guidelines.</p> <p>Drive public relations opportunities and act as a BDCB ambassador by accompanying media where required.</p> <p>Represent BDCB at networking and community building events.</p> <p>Develop, execute and evaluate customer service feedback methods (including recommendations for continuous improvement).</p> <p>Establish process for and the management of corporate partnership and sponsorship proposals (inc assessment).</p>

	<p>Collate, store and analyse useful integrated reporting data (for communication purposes).</p> <p>Plan, promote and deliver agreed events.</p> <p>Grow engagement and connected relationships with the community.</p> <p>Drive new and innovative methods of communication relevant to the community.</p> <p>Establish and maintain inventory and asset materials, databases and content banks (imagery, stories, PR).</p> <p>Leverage Bendigo and Adelaide Bank's corporate support maximising investment in franchise.</p> <p>Manage social media accounts, subscriptions and/or online platforms.</p> <p>Develop and maintain marketing operational procedures.</p>
Community Investment (CI)	<p><b>CI Process Preparation Tasks (Directional)</b></p> <p>Uphold the integrity of the CI evaluation process including declaring any conflicts of interest.</p> <p>Primary and ongoing contact for CI applications including coordinating applications through the CI process pipeline. Briefing and providing information to potential applicants about the CI process.</p> <p>Develop ongoing, meaningful and trusting relationships with community groups and organisations.</p> <p>Promote the CI program to attract applications and the involvement of new organisations.</p> <p>Forward documentation to the delegated authority for decision making (Branch Manager or Director CI).</p> <p>Work within the prescribed delegation of authority in the assessment of applications (conjunctionally with Branch Manager).</p> <p>Communicate the result of CI applications with applicants in a timely manner including required administration tasks such as invoicing, payments, impact statements etc.</p> <p>Maintaining a centralised database of CI applications including the status of each.</p> <p><b>CI Process Completion Tasks (Measuring Impact)</b></p> <p>Manage the CI investment database, annual agreements and deliverance of agreement detail.</p> <p>Scope CI investment impacts for storytelling and as the primary driver for communications output.</p> <p>Develop and record the measurement of CI investment impacts (individually and cumulatively).</p> <p><i>*Implement and coordinate the new CI System to drive communications content (when launched).</i></p>

Development & Innovation	<p>Critique, review and adopt innovative thinking to current practices aiming for best practice and business development opportunities (across marketing, communications and community investment).</p> <p>Demonstrate a thought leadership mentality.</p> <p>Keep up to date with current marketing, communication and environmental trends and act as a subject matter expert providing advice and guidance to the business and Directors.</p>
Customer Service	<p>Develop a productive, collaborative and meaningful relationship with Bendigo &amp; Adelaide Bank specifically corporate marketing.</p> <p>Develop and maintain positive and effective working relationships with internal and external customers (including CI applicants), at the same time promoting the role of BDCB.</p>
Administration Management	<p>Develop and manage a centralised database for documentation.</p> <p>Manage Community House bookings and facility (security, equipment, cleanliness).</p>
Risk	<p>Observation and compliance of Bendigo &amp; Adelaide Bank, and BDCB guidelines, approvals and requirements.</p>
Values	<p>Demonstrate consistent behavior in accordance with the BDCB values of passion for community, exceptional customer service, integrity and professional action.</p>

## Key Selection Criteria

### Qualifications & Experience

- Qualifications or equivalent experience in communications, marketing, community engagement and/or a related field.
- Demonstrated experience in writing, editing and proofing a range of materials for a variety of audiences.
- Experience in implementing digital marketing strategies across online and social media platforms.
- Experience in developing, implementing and evaluating marketing, communications and media campaigns.
- Management and direction of others including graphic designers, developers, printers, media and other integral third parties.
- Demonstrated experience working with community groups and individuals in the non-profit sector.

### Technical/Professional Knowledge and Skills

- Knowledge of contemporary marketing and communications practices including online and social.
- Demonstrate a strong attention to detail including ability to independent proof work.
- Demonstrate a high level of computer and tech literacy.
- Ability to handle complex, confidential and sensitive information and disseminate this information through a range of channels.
- Ability to communicate with a diverse range of community members and groups.
- Ability to undertake social surveys and interpret data.

## Personal Attributes

- **Work Standards:** Setting high standards of performance for self and others; assuming responsibility and accountability for successfully completing assignments or tasks; self-imposing standards of excellence rather than having standards imposed.
- **Planning and Organising:** Establishing an action plan for self and others to complete work efficiently and on time by setting priorities, establishing timelines, and leveraging resources.
- **Initiating Action:** Taking prompt action to accomplish objectives; taking action to achieve goals beyond what is required; being proactive.
- **Stress Tolerance:** Maintaining stable performance under pressure or opposition (such as time pressure or job ambiguity); handling stress in a manner that is acceptable to others and to the organisation.

## Interpersonal Skills

- **Building Strategic Working Relationships:** Developing and using collaborative relationships to facilitate the accomplishment of work goals.
- **Communication:** Clearly conveying information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain the message.

## Assessments Required:

- A psychometric assessment may be required.

## Important Information

- Statements included in this Position Description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all inclusive.
- This Position Description may be altered if and when the need arises. Any such changes will be made in consultation with the affected employee(s).
- An interim performance development and review discussion will occur with your Manager three months from your commencement date and annually thereafter. Your performance review is intended to be a positive discussion, outlining the key roles and responsibilities outlined in this Position Description. The performance review discussion provides an opportunity to clarify your role, revise key performance activities and identify any objectives or goals for the year ahead.

## How to Apply

### Your application should include:

1. A statement addressing each "**Key Selection Criteria**" clearly demonstrating your ability to meet the objectives of the role. **Note:** Read the Position Description carefully so you have a good understanding of what is required and remember to address what skills, knowledge and attributes you have.
2. General resume.
3. Copies of any formal qualifications.
4. Two professional referees.