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Job Package

Marketing Co-ordinator

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| Position title | Marketing Co-ordinator |
| Job Type | Full-Time 38 hours per week |
| Award | Social, Community, Home Care and Disability Services Industry Award |
| Location | Work from Home and in the Community |

Inclusion Tree

Inclusion Tree provides human-centred supports services, in all States and Territories of Australia. Our services are individually tailored, strengths-focused, trauma-informed, inspired by leading edge practices and social innovations.

We enjoy compassionately inquiring together to co-create solutions that make a difference to the people experiencing disability and mental health.

We know that investing in our people and acknowledging their gifts is what makes our business grow. We are committed to nurturing the personal and professional development of all our staff through an intentional culture of growth and learning, based on 'We-Flow' principles and practices.

Role of Marketing Co-ordinator

The Marketing Co-ordinator will be responsible for:

1. Developing and Implementing a Marketing Plan - formulating a social media strategy and executing it.
2. Monthly reporting to Inclusion Tree Board of marketing strategies.
3. Content Creation for Social Media - Platforms Used: Facebook, Instagram, Twitter, LinkedIn.
4. Content creation and scheduling - Engaging with followers, analysing performance
5. Creation of Marketing Videos - Editing videos, arranging for voiceovers, and encouraging staff participation.
6. Developing and maintaining a YouTube channel creating consistent, high-quality content, engaging with the audience, and optimising videos for discoverability.
7. Contacting Staff for Good News Stories - Gathering stories to share in newsletters and on social media.
8. Assisting with Website Updates - Providing ideas for updates, including wording, tabs, and graphics.
9. Contacting Participants for Stories - Collecting participant stories.
10. Creation of Advertising Material - Developing visual and video content
Developing visual and video content using Canva and DaVinci Resolve.
11. Researching New Marketing Strategies - Identifying new ways to optimise social media campaigns and stand out from competitors.
12. Quarterly (moving to Monthly) Newsletter Creation - Finding stories, correlating information, and preparing the newsletter in MailChimp for internal and external stakeholders.
13. Implementing Campaigns - Ensuring cohesion and proper formatting across all marketing materials.
14. Adhoc Tasks - Un-PDFing documents, creating and remaking posters, and other miscellaneous tasks, maintaining distribution lists.

Essential Criteria

- Diploma or Certificate IV in Marketing, Communications, Graphic Design or relevant experience

- 3 years' experience in a similar role and/or industry
- 2 years' experience in social media marketing, content creation, and digital strategy
- Proficiency in social media platforms (Facebook, Instagram, Twitter, LinkedIn) and tools (Canva, Hootsuite).
- Intermediate to advanced Microsoft Office skills (Word, Excel, PowerPoint and Outlook)
- Ability to develop visual and video content using Canva, Adobe Creative Suite, InDesign, Photoshop, Illustrator, After Effects and Premier.
- Ability to analyse performance metrics and adjust strategies accordingly.
- Creative thinking and ability to develop engaging content.
- Strong organisational and project management skills.
- Strong graphic design and video editing skills.
- Ability to self organise and prioritise workflows
- Creativity
- Excellent verbal and written communication
- Flexibility and adaptability
- Current Driver's Licence
- NDIS Quality and Safeguard Commission training requirements (you will need to create your own log in to complete this training)
- NDIS Worker Orientation Module- <https://training.ndiscommission.gov.au/>
- NDIS Worker Screening
<https://www.ndiscommission.gov.au/workers/worker-screening/where-apply-worker-screening>
- National Police Check: <https://www.afp.gov.au/what-we-do/national-police-checks>
- Working with Children's Check
 - VIC - <https://www.workingwithchildren.vic.gov.au/>
 - NSW - <https://www.service.nsw.gov.au/transaction/apply-working-children-check>
 - QLD - <https://www.qld.gov.au/law/laws-regulated-industries-and-accountability/queensland-laws-and-regulations/regulated-industries-and-licensing/blue-card/applications/apply>

- o TAS - <https://www.cbos.tas.gov.au/topics/licensing-and-registration/registrations/work-with-vulnerable-people>
- o WA - <https://workingwithchildren.wa.gov.au/applicants-card-holders/applying-for-a-wwc-check/how-to-apply>
- o SA - <https://www.sa.gov.au/topics/rights-and-law/rights-and-responsibilities/screening-checks/screening-wwcc>
- o NT - <https://nt.gov.au/emergency/community-safety/apply-for-a-working-with-children-clearance>
- o ACT - <https://www.myaccount.act.gov.au/WWVPNDIS/s/wwvp-ndis-new-application-v2>

Enquiries

Application Enquiries – Human Resources email lynn@inclusiontree.com.au or hello@inclusiontree.com.au

Guide for applicants

Inclusion Tree observe EEO principles when selecting and recruiting staff. Positions are offered based on merit, that is, the applicant considered to be the most capable of doing the job is selected.

Qualifications, experience, skills, standard of work, and personal qualities relevant to the position advertised are considered when making the decision.

How to apply

Applicants MUST follow these steps to be considered for the position.

1. Prepare a typed application which includes:
 - A statement against each of the essential and desirable selection criteria for the position, giving examples to demonstrate how you meet them.
 - A current resume detailing your relevant skills and experience.

- A photocopy of your relevant academic qualifications.
- The names and phone numbers of two recent work related Referees (at least one referee should be a recent supervisor, if possible).

2. Please email applications to hello@inclusiontree.com.au

Interview

If you are selected for an interview, you will be contacted by telephone or email. If you need wheelchair access, an interpreter because you are hearing impaired, or have any other requirements, please advise so we can make appropriate arrangements.

Interviews are conducted by a selection panel.

Only questions related to the requirements of the position will be asked.

Position Description

Marketing Co-ordinator

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| Job Type | Full-Time 38 hours per week |
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Purpose of position

The Marketing Co-ordinator will provide overall marketing and promotional support to all of Inclusion Tree services, including, but not limited to:

- The Board
- Team Leaders and/or Directors
- Human Resources
- Information Technology
- Working Groups
- Marketing and promotion of Inclusion Tree
- Enquiries from Inclusion Tree Staff

Reporting relationship and accountabilities

The Marketing Co-ordinator will:

- Be responsible to the Inclusion Tree Admin Manager and Directors
- Implement strategies set by the Admin Manager and Directors to achieve the goals of Inclusion Tree
- Adhere to the Marketing Co-ordinator position description and the staff Code of Conduct
- Participate in the day-to-day operations of Inclusion Tree, including attendance at Team Meetings, All Hands Meetings and regular Supervision.

Specific tasks and responsibilities

The Marketing Co-ordinator will:

1. Develop and Implement a Marketing Plan - formulating a social media strategy and executing it.
2. Develop monthly reporting to Inclusion Tree Board of marketing strategies.
3. Be responsible for content creation for Social Media - Platforms Used: Facebook, Instagram, Twitter, LinkedIn.
4. Undertake content creation and scheduling - Engaging with followers, analysing performance
5. Create Marketing Videos - Editing videos, arranging for voiceovers, and encouraging staff participation.
6. Contact Staff for Good News Stories - Gathering stories to share in newsletters and on social media.
7. Assist with Website Updates - Providing ideas for updates, including wording, tabs, and graphics.
8. Developing and maintain a YouTube channel.
9. Contact Participants for Stories - Collecting participant stories.
10. Create of Advertising Material - Developing visual and video content using Canva, Adobe Creative Suite, InDesign, Photoshop, Illustrator, After Effects and Premier.
11. Research new marketing strategies - Identifying new ways to optimise social media campaigns and stand out from competitors.
12. Compile quarterly Newsletter - Sourcing stories, correlating information, and preparing the newsletter in MailChimp.
13. Implement Campaigns - Ensuring cohesion and proper formatting across all marketing materials.
14. Undertake adhoc Tasks - Un-PDFing documents, creating and remaking posters, and other miscellaneous tasks.

INCLUSION TREE - PURPOSE AND GOALS

We provide individually tailored, innovative and safe options for people experiencing disability and mental health. We enjoy creating solutions that make a difference.

Our focus is on challenging current perspectives and limitations placed on those who experience disability and mental health to enhance individuals and communities so that all can enjoy a good life.

Our purpose is to inspire and enable people experiencing disability and mental health and communities to co-create opportunities and solutions that change lives for the better.

Inclusion Tree's Whole-Hearted Goals are to:

1. Provide professional and high-quality services to meet the individual needs of people experiencing disability and mental health, their families and carers.
2. Ensure that participants voices are heard, respected and understood through an inclusive approach
3. Within the community; to stand out as a reputable trusted, reliable and attuned provider
4. Operate within the National Disability Insurance Scheme Rules, as well as relevant Australian and individual state legislations, regulations and rules.

INCLUSION TREE VISION

Challenging the status quo and pushing boundaries by sharing our wisdom and knowledge; creating an intentional culture of compassion, collaboration and connection to build individual and community networks

INCLUSION TREE MISSION

To support others to feel seen, heard and understood with a strong foundation of mutual respect, trust and honesty to construct an inclusive life where all can find a place to belong.

INCLUSION TREE PRINCIPLES OF SERVICE

The following principles guide our provision of services to people with disabilities and their families/carers:-

- Our service will reflect the rights of people with disabilities and their families/carers to social justice, economic and social equality and self-determination and to be free from discrimination based on religion, gender, race, sexuality or disability
- Quality service provision based on equity and need
- Community based, collaborative approaches to the provision of services
- Individualised, flexible planning using strengths-based and person centred models that ensures the safety, emotional security and connectedness of our participants
- Culturally appropriate interactions with participants are paramount
- Collaboration with participants and stakeholders in the process of service delivery and planning
- Continuous service development and quality improvement through ongoing evaluation and review

Employee Signature