

Carers WA Position Pack

Dear Prospective Applicant

Thank you for your interest in the position of **Communications Officer**, with Carers WA. This is a full-time position which is subject to ongoing funding. The position attracts a salary package between \$65,000 - \$70,000 p.a., plus super and salary packaging, 5 weeks annual leave and two wellness days per annum. Package dependent upon qualifications and experience.

Please find attached the Job Description for the position.

About Carers WA

Carers WA is the peak body representing the needs and interests of carers in Western Australia and is part of a national network of Carers Associations providing a range of support services, supporting Carers across Western Australia. Carers provide unpaid care and support to family members and friends who have disability, mental illness, a chronic condition, terminal illness, an alcohol or other drug issue or who are frail aged.

Carers WA will support and provide you with:

- Training and development opportunities, pertinent to your role
- Role security and work/life balance
- Career progression opportunities
- A competitive salary, including salary packaging and added leave
- A friendly, supportive and collaborative workplace environment

Position Description

The Communications Officer is responsible for developing and coordinating a broad range of targeted communication materials of a high quality to be distributed across all Carers WA channels, including (but not limited to) websites, social media, online and printed publications, external publications and media. The position will be required to work collaboratively with multiple stakeholders to develop and implement communications strategies with an aim to increase engagement and outcomes for the organisation.

Selection Criteria

Essential	Minimum three years' experience in a similar role
	Experience in developing, implementing and monitoring effective communications and marketing initiatives/campaigns
	Experience in a wide variety of social media platforms; including managing content, daily monitoring/mediation and end to end management of social media campaigns
	Intermediate proficiency in Adobe Creative Cloud graphic design software, in particular InDesign, Photoshop, and Illustrator (Premiere Pro/Rush highly advantageous)
	Experience developing and managing web content via WordPress content management system
	Advanced general computer literacy including the use of Microsoft Office
	Excellent interpersonal, verbal and written communication skills with the ability to work and interact with a wide range of people
	Excellent organisational skills
	Strong attention to detail
	Ability to work on several projects simultaneously to tight deadlines and prioritise workload
	Ability to work in a team environment with a flexible approach, as well as being able to work independently with minimal supervision
	Current C class drivers licence
	National Police Clearance issued within the last three months (or ability to obtain).
	Although not an essential requirement, a relevant qualification will be highly regarded.

Please note: Only shortlisted applicants will be contacted for an interview.

Applications must include a covering letter **addressing the first five selection criteria**, Curriculum Vitae and contact details of two professional referees. Applications can be submitted online via www.seek.com.au.

Carers WA reserve the right to begin the recruitment process and withdraw the position prior to the close date/time.

Applications close at midday on Monday, 21st September 2020.

Carers WA strives for diversity, inclusion and equality and supports a zero harm workplace. We seek a workforce that is representative of the communities we work in. We encourage people of all cultures, gender, age, sexual orientation or abilities to apply.

To learn more about working with Carers WA please visit our website.

Position Description

Position:	Communications Officer
Reporting to:	Head of Marketing and Systems Development
Hours of work:	Full-time, 75 hours per week, Monday – Friday. Weekend and outside of business hours work will be required on occasion.

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Duties and Responsibilities:

Marketing and Communications	Coordinate the production of annual communication initiatives that position and strengthen Carers WA brand and reputation and drive engagement
	Lead in the production and distribution of monthly electronic newsletters
	Lead in the maintenance and ongoing development of Carers WA website
	Lead in the management of Carers WA social media platforms
	Coordinate or assist in the production of Carers WA promotional materials to support corporate and program areas
	Ensure all communications and marketing materials adhere to Carers WA brand guidelines and standards
	Produce qualitative and quantitative reports regarding activities for Executive Team and Board review
	Coordinate or assist in the planning and implementation of traditional and digital advertising campaigns, including liaising effectively with external agencies to facilitate successful campaigns within budget and timeframe constraints
	Produce and facilitate articles about carers and caring matters for internal and external use
	Maintain and update stocks of Carers WA, program and external communication and promotional materials

	Coordinate media interest, media responses, interviews and press conferences
	Organise and maintain records of media /photography consent from staff, carers and other spokespeople
	Assist in the implementation of National Carers Week events, advertising, media, and associated activities
	Assist in the implementation of other national and state campaigns as directed by the Head of Marketing and Systems Development
	Assist in the implementation of marketing related events as directed by Head of Marketing and Systems Development

Teamwork and Administration	Use communication skills to effectively meet the needs of clients and colleagues
	Maintain appropriate records and statistics
	Provide reports on activities as required
	Participate in staff meetings, strategic planning, development of innovative practices and staff development
	Promote the aims and projects of Carers WA
	Comply with Carers WA Policies and Procedures Manual and Code of Behaviour
	Support volunteers and casual staff working in the department
	Assist other programs and undertake other duties as required from time to time, as directed by the Head of Marketing and Systems Development

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