

## Position Description

### DETAILS

<b>Position Title</b>	<b>Marketing, Campaigns &amp; Events Officer</b>
<b>Directorate / Service / Program</b>	Office of the CEO
<b>Reports to</b>	Co-ordinator, Marketing, Campaigns & Events
<b>Location</b>	Geelong
<b>Classification</b>	Social, Community, Home Care and Disability Services Industry Award Level 5
<b>Date Revised</b>	March 2023

### ABOUT US

Bethany Group and Barwon Child, Youth & Family (BCYF), are two of Geelong's oldest and well-regarded community support and early childhood education providers in the Barwon and Southwest regions in Victoria.

In March 2022, BCYF and Bethany Group (Bethany Community Support Inc. and Bethany Kindergarten Services Ltd.) agreed to a merger of the two organisations into a single entity. This decision followed a 12-month exploration and due diligence project and is seen as a collaborative merger of two equal partners with common objectives. The merger completion date, that is the transition to a new entity, is planned to be on 31 March 2023.

After extensive consultation and collaboration with our existing workforce and key stakeholders, the Purpose, Vision and Values for the new organisation have been developed. These will set the foundation for the formation of our new combined entity:

- **Our Purpose:** Supporting people, strengthening communities.
- **Our Vision:** A fair, safe and inclusive community where everyone can thrive.
- **Our Values:** Build Connection, Show Courage, Inspire Action, Celebrate Difference, Be Dynamic.

### INCLUSION STATEMENT

BCYF - Bethany Limited are committed to being a place where everyone has a sense of belonging.

We embrace the unique perspectives and experience of our people and our community, and their voice is at the heart of our values and decision making.

We aim to be courageous as we learn, grow, and evolve as an accessible, inclusive and safe organisation for people of all identities.

We are working to create a team of people who reflect the diverse community we support. Aboriginal and Torres Strait Islander, LGBTQIA+, culturally diverse people, those living with a disability, and those looking to return to the workforce following a break in their career, are encouraged to apply for our roles.

## CHILD SAFETY STATEMENT

BCYF - Bethany Limited are committed to child safety in every aspect of the organisations. We take deliberate steps to protect children from physical, sexual, emotional, and psychological abuse and neglect. Our organisation fosters openness to create a culture in which everyone – staff, parents, carers, and children – feel confident, enabled, and supported to safely disclose child safety or wellbeing concerns.

We have zero tolerance of any abuse or maltreatment of children. We are committed to ensuring children and young people are able to actively participate in decisions that affect their lives.

We understand our legal and moral obligations to treat any child safety concerns seriously. We report any allegations and wellbeing concerns to authorities. We are committed to the cultural safety of all children and young people. This includes providing a safe environment for children and young people with a disability, who are Aboriginal and Torres Strait Islander, from culturally and/or linguistically diverse backgrounds or who identify as LGBTI+.

BCYF - Bethany Limited policies and practices promote the safety and wellbeing of children and establish an effective, consistent approach to prevent, respond to and encourage the reporting of allegations of child abuse and harm.

All children, their families and carers should feel welcome at BCYF - Bethany Limited, including feeling able to express their identity and raise concerns about their own or others' safety.

## POSITION OVERVIEW

This position reports directly to the Co-ordinator, Marketing, Events & Campaigns to support the delivery of our Marketing, Campaigns and Events Strategy. This diverse role provides the opportunity to help advocate our brand and voice through digital and live channels, and to be involved in a number of exciting initiatives for our newly merged organisation. The role is responsible for providing support which will enable:

- the effective roll-out of the newly merged entity's brand, including it's introduction to community and continuing to build engagement through strategic marketing campaigns and events
- the successful delivery of key annual fundraising and advocacy campaigns and events, both internal and external
- the positive promotion of the agency through innovative and engaging campaigns to the broader community and
- consistent and effective communications with key stakeholders

## KEY ACCOUNTABILITIES

**Duties of this position may include, but are not limited to the following:**

- Support and manage the delivery of Bethany's annual campaigns and events program, working in collaboration with the Co-ordinator, Marketing, Campaigns & Events and Manager Strategic Engagement
- Plan, deliver and measure the impact of annual campaigns such as the Geelong Candlelight Vigil, Little Things Appeal, Foster a Future, 16 Days of Activism and Geelong Giving Tree Appeal
- Plan and deliver key corporate stakeholder and internal staff functions and other events as required
- Produce and manage events end-to-end, including event briefs and plans, budget management, stakeholder liaison (internal and external), venue, AV and talent liaison, volunteer recruitment (if required for events), and all administrative tasks related to delivery of events (some out of hours work is required)

- Work together with the Corporate Communications team to develop high quality printed materials, publications, brochures, merchandise and marketing materials, as required
- Make recommendations to effectively resolve problems or issues, by using judgment that is consistent with our Values, standards, practices, policies, procedures, regulation, industrial instruments or legislation
- Other reasonable duties as directed

#### **Organisational Accountabilities:**

- Apply BCYF - Bethany Limited quality and risk management frameworks.
- Understand and comply with the standards of a child safe organisation in both practice and culture
- Active involvement in professional development to build knowledge and skills
- Make decisions following the values, and the relevant standards, practices, policies, procedures, regulations, industrial instruments and legislation

### **QUALIFICATIONS, SKILLS AND EXPERIENCE**

- A tertiary qualification in PR, marketing, communications or events and/or minimum of 3 years of experience in a similar role
- Experience running a successful events program and/or campaigns for corporate, government or not for profit medium-sized business
- Excellent communicator with strong interpersonal skills, and advanced written and oral communication

### **OTHER REQUIREMENTS OF THE ROLE**

All employees must undergo and maintain a range of satisfactory checks as a condition of employment. These include:

- Working with Children Check
- National Police Check
- International Police Check (if required)
- Have the right to work in Australia

### **KEY STAKEHOLDERS**

- Bethany Group Staff and Executive
- BCYF Staff and Executive
- External event venues, suppliers, sponsors, graphic designers and printers
- External stakeholders

## PHYSICAL REQUIREMENTS & ENVIRONMENTAL CONDITIONS OF THE ROLE

BCYF - Bethany Limited are committed to creating inclusive spaces that are accessible for everyone by reducing and/or removing barriers through reasonable adjustments.

The following table shows the physical and psychological work environment characteristics that have been identified as part of this role. Where possible, BCYF - Bethany Limited will make reasonable adjustments to support individuals to succeed in their roles.

Required activities / working environment	Frequency
<b>Computer based tasks, sedentary position, office based</b>	Often
<b>Repetitive manual tasks</b>	Sometimes
<b>Working in buildings which may have stairs</b> <i>(Reasonable adjustments can be made)</i>	Often
<b>Driving, in &amp; out of vehicles</b> <i>(If driving is required, must hold current Victorian Driver Licence)</i>	Sometimes
<b>Bending, lifting, pushing, pulling</b>	Sometimes
<b>Working alone or at a co-located site</b>	Sometimes
<b>Confrontational/confronting situations</b> <i>(Due to the nature of our work, there may be times when staff are exposed to behaviour, language and/or situations that can be confronting)</i>	Rarely
<b>Working outside in differing weather conditions</b>	Sometimes
<b>Working oncall and/or after hours</b>	Sometimes
<b>Attending external locations including client homes</b>	N/A

**Note:** The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.

## EMPLOYEE DECLARATION

I have read and understood this Position Description and in signing this document agree that I can fulfill all the requirements of the position described in this document. Additionally, I agree to notify management immediately of any change in my capacity to meet any of the requirements outlined in this Position Description.

<b>Name:</b>	<b>Signature:</b>	<b>Date:</b>