



Position Description	
<b>Position Title</b>	Marketing Officer
<b>Employment Status</b>	Permanent
<b>Location</b>	Gold Coast & South Brisbane Regions
<b>Award</b>	Labour Market Assistant Industry Award 2020
<b>Hours per week</b>	38
<b>About GCESS</b>	<p>GCESS is a community based not for profit employment service that assists people with permanent disability to gain and retain award-based employment in open community-based work environments.</p> <p>GCESS is a part of the Inclusive Employment Australia network and is funded by the Department of Social Services.</p> <p>GCESS has been a leading service provider in employment services on the Gold Coast for the past 33 years and in 2018, expanded into South Brisbane. GCESS began in 1992 and offered employment support to 18 participants and was staffed by two full time and two part time employees. Today, GCESS now offers support to over 350 participants and is expanding.</p>
<b>About the position</b>	The Marketing Officer position is responsible for marketing to generate employment leads and build employer relationships. This position will service both the Gold Coast and South Brisbane Regions.
<b>Key Result Areas</b>	<ol style="list-style-type: none"> <li>1. Job Leads / Marketing / Social Media</li> <li>2. Professional Development</li> <li>3. Administration</li> </ol>
<b>Key Responsibilities</b>	The Marketing Officer requires high level performance in the following key areas -
Job Leads / Marketing	<ol style="list-style-type: none"> <li>1. Engage and build lasting relationships with employers, from small business to National corporations</li> <li>2. Design and deliver an impactful marketing strategy</li> <li>3. Create compelling content that drives awareness and employment placements</li> <li>4. Work closely with staff to identify participants who are ready for employment.</li> <li>5. Refer participants to vacancies</li> </ol>
Professional Development	<ol style="list-style-type: none"> <li>1. Good knowledge of Disability Employment Services Grant Agreement.</li> <li>2. Thorough knowledge of Inclusive Employment Australia Services Guidelines and supporting documents.</li> </ol>

	<ol style="list-style-type: none"> <li>3. Ability to navigate ESS Knowledgebase, Help, Learning Centre, and the Provider Portal.</li> <li>4. Keep up to date with legislative frameworks relating to the role including Disability Services Act, Disability Service Standards, Privacy Act, Anti Discriminatory Act &amp; any other regulations.</li> <li>5. Keep up to date with ESS Bulletin, News and Latest Updates.</li> <li>6. Participate in Training &amp; Development.</li> <li>7. Participate in Annual Appraisals.</li> </ol>
Administration	<ol style="list-style-type: none"> <li>1. Advanced computer skills (Ability to use the MS Suite and Social Media Platforms)</li> <li>2. High levels skills using ESS and Buddynote</li> <li>3. Ensure data and file storage systems are compliant and documented evidence of all processes is incorporated into the filing and auditing process, claim information is supported and verified.</li> </ol>

#### Key Performance Indicators - Key Performance Indicators (KPIs) have been mapped to Key Result Areas (KRAs)

KPI	Key Performance Indicators – Job Leads / Marketing	KRA
1	20 Job Placements per month	1
2	Creation and posting of content via social media to create awareness and job placement	1
3	Regular monitoring of participant and employer satisfaction is undertaken and analysed	1

KPI	Key Performance Indicators – Professional Development	KRA
4	Participation in professional supervision	2
5	Participation and goal setting in the annual appraisal process	2
6	Positive and active member of the team	2

KPI	Key Performance Indicators - Administration	KRA
7	Participant files and all relevant information are maintained across organisation to ensure swift verification to DSS and seamless servicing by GCESS.	3
8	Record sales pipeline in Buddynote	3
9	Record employer contacts in Buddynote (Add an employer for Marketing)	3
10	Record organisations contact for participant referrals to Buddynote (New client attraction service providers record)	3
11	Email GCESS manager stats monthly	3

Conditions of Employment	The following Conditions of Employment are required for the role of Marketing Officer
Experience	One year's experience in the employment, community or human services field.

	<p>Formal qualifications in employment services as related to the business of GCESS or a willingness to complete Cert IV qualification.</p> <p>Proven marketing and employer engagement experience</p>
Knowledge	<p>Disability Services Act 2011</p> <p>Disability Services Standards</p> <p>Workplace Health &amp; Safety Act 2011 (State)</p> <p>Anti Discrimination Act 1991 (State)</p> <p>Relevant State based Regulations</p> <p>Professional Code of Conduct</p>
Probation	<p>This position holds a 6-month probation period and ongoing periodic performance evaluation through the Annual Appraisal and Professional Development process.</p>

#### Key Selection Criteria

<b>KSC1</b>	Ability to achieve KPIs in the employment sector
<b>KSC2</b>	Proven leadership / mentoring in marketing or similar
<b>KSC3</b>	Superior time management and well-developed organisational skills to prioritise multiple assignments.
<b>KSC4</b>	Demonstrated ability to develop and maintain relationships and positively engage and influence stakeholders to support achievement of business objectives and operational outcomes.
<b>KSC5</b>	Formal qualifications relevant to the role. Demonstrated experience relevant to the role and sector. Commitment to work within GCESS's Professional Code of Conduct and Vision Statement.
<b>KSC6</b>	Proficiency in Marketing, Communication & Technology practices.

#### Candidate Declaration

I agree to abide by the details of this Position Description for the Marketing Officer role.

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