

POSITION DESCRIPTION

Position:	Social Media and Events Officer
Hours:	38 hours per week
Salary:	SCHADS Award Grade 4 Level 1-4 Full Time Base Salary \$67,383.68 to \$72,603.96 per annum
Terms of engagement:	Full Time
Location:	Lismore
Responsible to:	Manager People, Culture and Media
Qualifications and Skills:	Class C Drivers Licence Higher School Certificate Tertiary Qualifications in Media, Events, Marketing or similar
Licences:	Working with Children Check C Class Drivers Licence Criminal History Check

Vision: *Inspiring People to Thrive.*

Benefits:

- CASPA actively supports staff to have a healthy work life balance
- Free gym membership to support your wellbeing as well as a fully established team of therapists and clinicians for your personal wellbeing support
- Access to internal and external training opportunities and workplace mentoring including you own team clinical supervision sessions every month.
- Great professional development opportunities for those who want career progression
- An Employee Assistance Program, a free and confidential counselling service
- An excellent end of year celebration to reward all carers and staff for their dedication and commitment to the role. Additionally, we promote team work and have a social approach to our work with lots of opportunities for connecting with each other for support.
- As a not-for-profit organisation, our employees are able to take advantage of salary packaging to receive up to \$15,900 of their salary tax-free, as well as additional meal and entertainment benefits

Advantage Salary Sacrificing – to find out more visit www.salary.com.au

Key Responsibilities:

- Implementation and maintenance of social media promotions, campaigns, advertisements, posts and boosts
- Promotion of the CASPA brand and services through media, radio, and written mediums
- Event coordination, organisation and promotion
- Increase fundraising capabilities utilising various marketing techniques and engagement strategies
- Manage 'Eventbrite' for Learning and Development department, internal and external attendees
- Oversee the creation and purchasing of marketing collateral including flyers, posters, banners and other as required
- Meet KPI's and work plan deliverables, administration, report writing and compliance responsibilities
- Contribute to website and Intranet functionality,
- Contribute to a proactive and positive team culture
- WHS responsibilities

DUTY STATEMENT

Position: **Social Media and Events Officer**

Your main duties will be:

Social Media

- Coordinate the social media marketing strategy for CASPA, focussing on LinkedIn, Instagram, Facebook, company Branding, Google, Newspaper and Radio
- Communicate in a professional, but unique social media 'voice' for each program of CASPA
- Creating social media campaigns and calls-to-action that drive target interest to potential foster carers, employees and general public to CASPA programs & training courses
- Leading edge and influential content creation utilising LinkedIn as CASPA's professional social media network through the LinkedIn Publishing Platform Creating campaigns and boosting market branding via understanding and promoting to CASPA's targeting demographic based on political and social trends and analysis professional and business purpose
- Contribute to Social Media policy

Events

- Coordinate all aspects of events including development, planning, marketing, operations and logistics
- Design event concepts and maintain relevant entertainment within a 12 month event calendar to promote CASPA services
- Develop event plans, checklists, run sheets and relevant documentation
- Develop relationships and negotiate contracts with third party suppliers and entertainers
- Undertake general administrative tasks including filing, tracking invoices and maintaining resources and registers
- Manage special projects volunteer requests with associated stakeholders and manage expectations
- Coordinate CASPA staff and volunteer involvement for events

Marketing

- Collaborate with the Manager PCM to develop a marketing plan and strategy
- Manage, deliver and design, production, print and distribution of all CASPA marketing and communication materials and collateral
- Introduce and coordinate internal and external newsletters
- Identify, manage and submit applications for awards that further promote CASPA and their Carers
- Develop and maintain effective relationships with existing and potential stakeholders, media, sponsors, suppliers and business supporters

Fundraising

- Oversee the fundraising activities of CASPA and plan for increasing CASPA's fundraising income
- Contact corporate representatives, government officials, or community leaders to increase awareness of organisational causes, activities or needs
- Develop fundraising activity plans and philanthropy that maximise participation of contributions and communicate CASPA's benevolent purpose at a corporate level to seek support of our charitable purpose

Administration, report writing and compliance responsibilities

- Complete all documentation and communications in an accurate, professional and timely manner meeting legislative requirements and CASPA's expectations
- Comply with CASPA's organisational policies and procedures
- Microsoft software suite to be utilised for daily administrative and other tasks
- Utilise design software as applicable to build internal marketing materials

Contribute to a positive team culture

- Attend and positively participate in team meetings, group supervision and training
- Take responsibility for giving and receiving feedback within the team setting
- Uphold team decisions
- Use appropriate forums to discuss differences in work practices
- Utilise team peers to ensure best practice in client service provision
- Relate to other services in a professional manner and work collaboratively in the interests of young people

WHS responsibilities

- Understand, comply and observe the principles of the WHS Act
- Observe safe work practices
- Report hazards and incidents
- Work cooperatively with all staff to maintain a safe and secure environment

Other duties as required by the organisation

Selection Criteria

- Tertiary qualification in Media/Events/Marketing or 5 years industry experience
- Demonstrated experience in developing and implementing successful fundraising strategies
- Excellent written and verbal communication skills, including presentation, relationship with management, communication, negotiation and conflict management skills, and the ability to liaise effectively with a wide spectrum of stakeholders and personality types
- High level computer skills in Microsoft Office including, Word, Excel, and PowerPoint
- Experience with graphic design programs desirable
- Knowledge within a not for profit community services setting

Working with Checks and Prohibited Employment Declarations and a Class C drivers licence are requirements for all child related employment.

I acknowledge that I fully understand the job description above and accept the duties of the position as stated.

Signed: Date:.....

Print Name