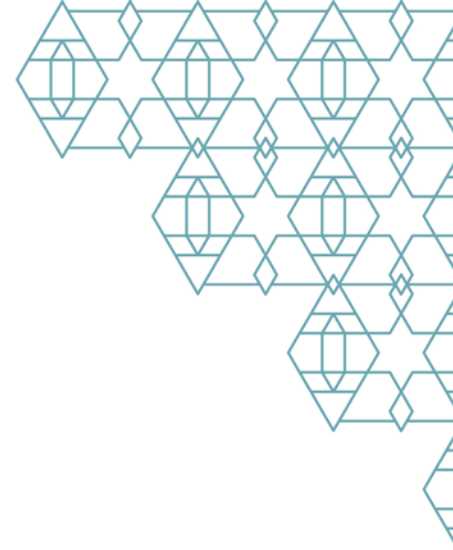




Emmy Monash
Aged Care



Communications & Marketing Manager

- **Community based not-for-profit aged care provider**
- **Modern facilities based in Caulfield North**
- **Great team environment and culture**
- **Full time – Monday to Friday**

About Emmy Monash

Emmy Monash is a market leader in aged care services delivering award winning programs, linking with prominent industry partners, offering outstanding facilities and holistic approach to care of seniors in the Jewish community of Victoria. At Emmy Monash we are committed to enriching the lives and wellbeing of our residents. This is achieved by a dedicated team of staff, community partners and volunteers who work together as a team to deliver quality care and services.

About the role

Reporting to the CEO and part of the Executive team, you will be responsible for:

- Raising the profile of Emmy Monash in the Jewish and wider aged care sector as a provider of excellence in care provision
- Developing an innovative communication and marketing strategy, creating copy and outcomes to ensure donor partners and key stakeholders are fully updated on our achievements and the pivotal role of Emmy Monash in the Jewish community is well recognised and understood.
- Providing strategic leadership, coordination and advice to the CEO and Executive on communication and marketing priorities
- Managing the Emmy Monash fundraising program, expanding current campaigns and identifying potential revenue growth.
- Management of the Communications and Marketing team

About you

To be successful in this position you will need to comply with the following selection criteria.

- Qualification in Marketing and/or Communications
- Marketing, fundraising or communications experience in a community environment
- Strategic thinker with the ability to think outside the square
- Excellent interpersonal and communication skills
- Strong computer and social media literacy
- Understanding of the nature, scope and demographics of the Melbourne Jewish community
- Satisfactory completion of National Police records check.

Emmy Monash Aged Care Inc. ABN 64 022 404 782

518–526 Dandenong Road, Caulfield North VIC 3161 P 03 8508 9300 F 03 9509 6176 E info@emmymonash.asn.au
www.emmymonash.asn.au



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Benefits and Culture

This is a wonderful opportunity to make a difference in an innovative and supportive community based organisation committed to the provision of quality and innovative services to our residents and the community. Centrally located in newly designed facilities, you will enjoy working with a talented and passionate team of staff, employed from diverse cultural backgrounds. At Emmy we are committed to the professional development of our staff and provide training and education to ensure we can deliver the highest standard of care to our residents and to provide an understanding of the Jewish culture, traditions and ethos. We offer a competitive salary, flexibility and the opportunity to maximize your income with salary packaging.

How to Apply

To apply send your letter of application (which addresses the Selection Criteria) and CV via email to careers@emmymonash.asn.au. Telephone enquiries can be directed to Mary McCormack, HR & Quality Assistant on 8508 9300.

1. POSITION IDENTIFICATION	
Title	Communications & Marketing Manager
Functional Area	Marketing. Communications, Fundraising
Reports to	CEO
Employment Status	Full time
Terms of Employment	Executive Contract

2. POSITION OBJECTIVE
<p>The Communications & Marketing Manager is responsible for raising the profile of Emmy Monash in the Jewish and wider aged care sector through the development of an innovative communication and marketing strategy; managing the Emmy Monash fundraising program; identifying potential revenue growth and providing strategic leadership, coordination and advice to the CEO and Executive on communication and marketing priorities, and achieving fundraising outcomes for prioritised campaigns</p>

3. GENERAL RESPONSIBILITIES	
Conduct	
Key Result Area	Performance Indicators
Role model professional behaviors at all time in adherence with Emmy Monash values, policies and procedures.	Compliance with Employee Code of Conduct.
Maintain privacy and confidentiality in relation to a personal and health information of staff and clients.	Compliance with organisational procedures in relation to privacy and confidentiality.
Promote Emmy in a positive manner.	Maintain a positive and professional manner at all times.
Ability to work in a team environment.	Is regarded as a valued contributor to the Emmy team.

Communications & Marketing	
Key Result Area	Performance Indicators
Create and develop a marketing strategy which reflects the aims and objectives of Emmy Monash	Articulate key messages and desired outcomes for Emmy Monash
Ensure all internal and external publications and marketing materials are consistent with Emmy corporate branding, paying close attention to maintain our company tone and language.	Publications comply with Emmy branding requirements
Nurture and maintain strong links with journalists and senior administrators at Australian Jewish News and Leader Newspapers. Industry Publications (Aging Agenda) JCCV and key communal organisations to ensure articles featuring Emmy Monash are given prominence	Demonstrated network of contacts from media, community and industry.
Plan, coordinate and maintain advertising schedule	Advertising planned and published on time and on budget
Actively work with stakeholders to seek innovative ideas and best practice to generate positive social and print media features	Social media content is up to date and interesting.
Prepare communication and marketing materials for internal and external stakeholders and specific campaigns to promote key events and achievements.	Improved communication performance.

Developing and ongoing maintenance of internal and external communication platforms to enhance consistency of communication messages.	Communication message is consistent across all platforms.
Initiate ways to improve internal communications and cross functional alignment using appropriate communication platforms.	Suggestions put forward to Manager.
Manage the website in a proactive manner and flag areas which require review and development. Ensure the website reflects the key messages about Emmy Monash.	Website is closely monitored and issues flagged, in a timely and accurate process.
Effective and regular management of the website to ensure activities and programs at Emmy Monash are promoted effectively.	Effective monitoring of Events calendar to ensure events are promoted.
Ensure the revised content is uploaded and assist in developing and ongoing maintenance of the website.	Contact uploaded and changed on a regular basis.
Actively drive social media platforms to increase Emmy Monash reach to the community.	Improved presence of Emmy Monash in social media.
Liaise with website developers, Graphic designers and marketing consultants to best achieve desired outcomes within budget.	Good relationships with website developers, marketing consultants and Graphic designers.
Actively involved in implementing the social media communications strategy for the company, and evolving it over time.	Key targets are achieved.

Fundraising/Donor Relations	
Key Result Area	Performance Indicators
Develops and manages the fundraising strategy	Timeline for Fundraising strategy enforced.
Develops an organisation-wide fundraising strategy and work plans including contributing to Emmy Monash's strategic and appeal processes having ownership of the fundraising part of the overall process.	Fundraising strategy reflects the mission and vision of Emmy Monash.
Prepares a detailed strategy and program to implement access to target markets, marketing channels, media and PR for each fundraising program.	Strategy details prepared accurately for each target audience.
Identifies and implements new revenue raising opportunities and identifies and procures a range of sponsors and suppliers to support the implementation of new opportunities.	Fundraising targets, personnel & organisations networked for the advancement of sponsorship and financial support
Develops and maintains a donor relationship management program to build and maintain active relationships with existing and potential donors in order to deliver against fundraising targets	Initiate and nurture all potential funders and boost fundraising targets.
Produces up-to-date Fundraising reports to management and the Board	Create accurate and insightful reports as required.

Customer Service	
Key Result Area	Performance Indicators
High standard of customer service provided to key stakeholders which include potential new donors, community partners, residents and family members, broader Jewish community, Supervisors and staff.	Quality services are provided in a timely manner. Trust and confidence, of colleagues, customers, is gained and maintained through competent performance.

Human Resources	
Key Result Area	Performance Indicators
<p>Manage the Marketing and Communications Team:</p> <ul style="list-style-type: none"> - Establishing team objectives in consultation with team members which are in line with organisational goals. - Supporting team members in meeting expected outcomes. - Holding regular team meetings, and provide relevant and necessary information to the team. - Team members encouraged to take responsibility for own work, and also assist each other where appropriate. - The team is provided with team feedback, and recognition for team contributions occurs. - Issues, concerns and problems identified by the team members are recognised, and addressed within a reasonable time frame, or referred to the relevant position. 	<p>Team works as a cohesive unit, and interacts effectively with other business units and external parties.</p> <p>Team/Department goals are achieved.</p> <p>Team/Dept meetings are held as scheduled with Agenda distributed prior to meeting, meetings chaired professionally within scheduled timeframe and Minutes distributed after meeting.</p> <p>Issues, problems, concerns within teams are addressed and resolved within a reasonable period of time.</p>

Work, Health & Safety	
Key Result Area	Performance Indicators
Comply with Occupational Health and Safety Procedures.	<p>Is compliant with OHS policies and procedures.</p> <p>Co-operates with employer with respect to any action taken by the employer to meet OHS obligations.</p> <p>Takes reasonable care of own health and safety.</p> <p>Takes reasonable care of the health and safety of others.</p> <p>Does not intentionally or recklessly interfere with or misuse anything provided at the workplace in the interests of health, safety or welfare.</p>

4. KEY SELECTION CRITERIA

Qualification in Marketing and/or Communications

Marketing, fundraising or communications experience in aged care or community environment

Strategic thinker with the ability to think outside the square

Excellent interpersonal and communication skills

Strong computer and social media literacy

Understanding of the nature, scope and demographics of the Melbourne Jewish community

Excellent organisational and time management skills and proven ability to meet deadlines.

Ability to contribute to the Emmy Monash “team” in order to achieve a positive outcome for the organisation.

Flexibility to work occasionally out of regular hours to support special Emmy Monash events and crisis management

Current police clearance certificate and Australian residency or a valid work visa.

Appraisal: Within 3 months, and prior to the conclusion of a 6 month probationary period, and then on an on-going basis, with a formal annual system of performance appraisal based on key performance indicators and performance objectives.

ACKNOWLEDGEMENT

This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.

I have read, understood and accept the above position description.

Employee's Name:	
Signature:	
Date:	
Direct Manager's Name:	
Signature:	
Date:	