Onemda strives to continually develop and support our people. Our Position Descriptions aim to provide purpose and understanding of the impact, importance and expectations that the incumbent contributes to the business.

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| **OVERVIEW** | |
| Title | Communications Consultant |
| Department | Corporate Services |
| Reports To | CEO (interim) |
| Location | Doncaster East |
| Award and Classification | SCHADS Level 5 |
| Date Prepared | 4th April 2019 |

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| **PURPOSE** |
| The role is responsible for contributing to the implementation of Onemda’s Marketing and Communications strategy by:  Working with internal stakeholders to develop communication materials and content for Onemda’s key audiences and improving means and tools used for 1-to-many communications. |

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| **PARAMETERS** | |
| Key Internal Stakeholders | CEO  Executive and management teams  Heads of relevant internal business units:   * Core * Support Coordination * Therapy * Allied Health * Xtend Services * Innovation and Development * People and Culture   IT/Systems Analyst  Executive Assistant |
| Key External Stakeholders | Families and Carers of Onemda participants  Other key external audiences including referrers for Onemda’s services (eg support co-ordinators, special schools, group homes, related health and disability service providers), local community, local government and researchers/academics/universities. |

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| **QUALIFICATIONS AND REGISTRATIONS** |
| * Formal qualifications in marketing, communications or journalism * Current Drivers Licence |

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| **KNOWLEDGE AND EXPERIENCE** |
| * At least 2 to 3 years’ experience in a marketing, communications or social media role * Understanding of principles of marketing and external stakeholder communication * Understanding of digital communication channels and how they are being used in marketing and communications * Experience in writing communication materials for different target audience * Experience in identifying content ideas and developing content for newsletters, websites and/or social media * Experience using web content management systems, eg WordPress, Joomla or custom CMS to update a website (desirable) * Experience in not-for-profit, disability services, aged care or health services sectors (desirable) |

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| **CORE SKILLS** |
| * Writing and editing materials for a variety of target audiences * Translating complex information into clear written communications * Developing ideas to effectively communicate key business messages to a variety of audiences * Working with internal stakeholders/clients to provide internal expertise/support * Interpersonal/influencing skills to identify and implement best solution to business problems * Using digital and online technologies eg Acrobat, WordPress, Zoom * High level of IT literacy with ability to learn, explore and teach new tools for use by Onemda * Ability to deliver on multiple projects and prioritise work tasks * Basic document editing via Illustrator, InDesign or similar (desirable) * Ability to take simple photos or video for use in Onemda content (desirable) |

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| **MUTUAL COMMITMENTS** |
| **Equal Opportunity.** Onemda is committed to being an equal opportunity employer, aiming to provide every employee with fair access to all workplace opportunities and benefits. In return, employees will treat each other fairly, without discrimination.  **Diversity.** Onemda welcomes and embraces diversity through providing safe, positive and nurturing environment which celebrates the rich dimensions and contributions of diversity contained within each individual.  **Safety Screening.** An offer of employment cannot be confirmed until the safety screening requirements have been conducted, assessed and clearance has been given.  The safety screening process incorporates the completion of the following:   * Criminal history check (crimcheck.org.au) * Reference check (including, but not limited to, disciplinary action disclosure, confirmation of qualifications and training and an understanding of appropriate behaviors) * Disability Worker Exclusion Scheme (DWES) check   **Safeguards**: Vulnerable people have the right to be and feel safe. Onemda has zero tolerance for any form of abuse. |

| **KEY PERFORMANCE AREA** | **ACTIVITIES AND RESPONSIBILITIES** |
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| Communication Materials / Content Development for key target audiences | * Working with internal stakeholders to develop communications materials/content for key audiences as per the content development process shown in Appendix 1 * Identify content already in existence across the organisation and explore options to repurpose and repackage for different channels and audiences * Ensuring approval processes are followed via delegations of authority * Taking simple photography and shooting video blogs for Onemda content * Working with internal staff and external providers (if required) to source graphic design, photography, video and other support services * Producing annual report documentation in conjunction with finance and executive team |
| Newsletter and other forms of 1-to-many communication to participant family and carers | * Working with internal stakeholders to develop messages calendar for participant families and carers based on the different messages which need to be communicated * Compiling and dispatching regular e-newsletter on Onemda’s activities to participant’s family and carers, including sourcing content from internal stakeholders * Investigating options to improve/streamline newsletter format and production process to improve efficiency in production and relevance for audience * Investigate ideas to produce regular FAQs for participant families/carers based on topics of interest * Exploring new ways/tools for Onemda to undertake 1-to-many communication to participant families and carers to improve relevance, value, timeliness and accessibility of information   NB: Operational staff will be still be responsible for day-to-day communication and improvements to those processes. |
| Website Content | * Developing new content and content formats for Onemda website to represent full range of services and key messages to main target audiences * Regularly reviewing and updating content on website to ensure it is up to date, relevant and in line with Onemda’s objectives and brand * Exploring options for segmenting web content for key audiences especially families/carers; external referrers/government agencies/sector; and researchers/academics/technology manufacturers |
| Resources, Tools and technology for improved communication | * Maintaining digital assets/content library to improve access to content and increase the documents, print materials, case studies (especially for external referrers), photography and other digital assets * Work with IT specialists and internal stakeholders to setup and maintain a contact management system and ensure internal users are updating the database * Learning about tools and technology such as webinars and how to use to improve Onemda’s communication to key audiences |
| Brand guidelines | * Maintaining and updating as required Onemda’s brand and style guidelines * Ensuring new materials produced are consistent with guidelines |
| Culture | * Consistently live and demonstrate the Onemda Values – leadership, development, respect, welcoming, caring and supportive * Ensure Onemda’s service provision is in accordance with the principals of social justice and with respect for the dignity and human rights of all persons * Safeguard the positive culture of Onemda and identify and address any risks to the good reputation, caring culture and ethical standing of the organisation * Adhere to the principles of The Victorian Charter of Human Rights 2006 |
| Workplace Health and Safety | * Work in a safe manner and adhere to safety instructions as outlined in the Onemda Association’s Policy and Procedure Manual and Emergency Management Plan * Participate in regular safety checks, including fire drills and contribute to the evaluation and review of such procedures. * Remain competent, physically able and informed in safe manual handling procedures * Use program areas, vehicles, and equipment and program materials in a responsible and careful manner. An employee must not intentionally or recklessly interfere with, or abuse anything provided at the workplace |
| Other Activities | Other activities and projects as reasonably directed. |