

Job Description & Selection Criteria

Position:	Marketing and Communications Officer
Service:	Toora Corporate Office
Classification:	ACT Community Sector MEA 2022
Appointment Type:	Full time (38 hours per week)

SELECTION CRITERIA

Essential

- 3+ years' experience in marketing and/or communications.
- Tertiary qualifications in marketing and/or communications.
- Outstanding oral and written communications skills.
- Demonstrated experience producing engaging and compelling content across online and offline channels, with the ability to adapt style, tone and voice for different audiences to achieve impactful storytelling.
- An ability to generate new and innovative ideas, have a good work ethic and ability to work under minimal supervision.
- A commitment to Toora Women's mission to support women living with high and complex needs, particularly with Alcohol and other Drug dependencies, homelessness, domestic violence, sexual assault, mental health, incarceration, and women from diverse cultural backgrounds
- An eye for graphic design and attention to detail.
- Demonstrated experience with Canva or Adobe Photoshop.
- Experience in SEO and Google Analytics.
- Experience in website management using WordPress.
- Proficient computer skills including the use of Microsoft Office applications

Desirable

- A demonstrated understanding of the Canberra media and political landscape
- Video editing skills

Personal qualities and behavioral traits

- Commitment to the Toora Women Mission
- Excellent demonstrated interpersonal skills and a proven ability to contribute to a cohesive, positive and collaborative values-based team environment
- Flexibility and responsiveness to changing environments
- Able to collaborate, multi-task and manage priorities well with good attention to detail
- Communicate with influence in a positive, proactive, constructive responsible and respectful manner to inspire others.

Conditions of Employment

- Must be resident in and have full working rights in Australia.

- Must adhere to the policies and procedures of the organisation.
- Occasional out of hours work will be required, with time in lieu arrangements in place
- Toora Women Inc. operates a smoke free workplace in accordance with the Workplace Tobacco Management Policy
- Must possess a current driver's license and be willing to drive
- Must possess a clear and current Working with Vulnerable People registration and undertake an annual Police Check

JOB DESCRIPTION

Toora Women Inc supports women with complex issues who have experienced past or present traumas such as domestic and sexual violence; women impacted by their own or another's drug and alcohol use and/or mental health issues; women experiencing homelessness or needing support to stay out of the homelessness system; and women in the ACT corrections system.

Our current drug and alcohol, domestic violence and homelessness programs range across variety of settings such as crisis and transitional accommodation, day center and outreach support, allowing Toora to provide a wrap-around trauma informed care model, in an integrated service system. We deliver these complex services within human rights and feminist frameworks.

For more information on Toora, please visit our website www.toora.org.au.

SUMMARY OF BROAD PURPOSE OF THE POSITION

The Marketing and Communications Officer is a key role at Toora Women. The position requires dynamism, creativity, curiosity and drive. The Marketing and Communications Officer raises awareness of Toora; developing, promoting and monitoring strategic and effective marketing and communications content. The position is responsible for ensuring communications are effective, targeted, credible and support Toora Women service objectives.

Key activities:

- Develop, implement, monitor and evaluate marketing and communications activities to raise awareness of Toora Women, recruit new supporters and retain current supporters to increase financial support, via print and online including social media, website, newsletters, direct appeals, media and through engagement with networks and connections.
- Monitor political, social and media landscapes and proactively identify opportunities to grow brand awareness of Toora Women.
- Develop and guide brand voice in conjunction with the Head of Engagement and Funding.

JOB SPECIFICATION

Key working relationships

This position requires the development and maintenance of strong working relationships both internally and externally with:

- Toora Leadership team

- Reconciliation Action Plan Committee
- Toora Women external stakeholders, including relevant media and marketing bodies
- Toora Women clients

The Marketing and Communications Officer will be supported by and is responsible to the Head of Engagement and Funding on a day-to-day basis.

DELIVERABLES

Communications and Engagement

- Contribute to, implement and monitor Toora Women's Communications Strategy
- Lead the development and implementation of innovative marketing and communications campaigns to promote and improve Toora Women's reputation and increase community understanding of the organisation
- Respond to emerging and immediate issues and manage day-to-day marketing, communications and public relations activities
- Create and maintain written copy, video, photographic and graphic content across all Toora Women communications including social media, email, websites and newsletters
- Refresh, maintain and update the Toora Women website and social media presence
- Assist with major fundraising campaigns and events
- Develop, maintain and implement elements of the Toora Women's communications calendar
- Create engaging and promotional and marketing content using Adobe Creative Suite (or Canva) for online and print
- Coordinate and produce regular digital communications for Toora Women supporters using Mailchimp and similar platforms to grow, mobilise and monetise our network
- Write formal media releases, reports and organisational statements
- Work with media and journalists to increase the publication of Toora Women's work to improve our reach and media profile
- Monitor and evaluate Toora Women's communications using analytics and campaign evaluation for evidence-based communications work. Track and analyse reports to gain insight on traffic, demographics and effectiveness; utilise this information to positively affect future outcomes
- Assist Head of Engagement and Funding with grant and funding submissions, including research to develop the organisation's funding pipeline
- Assist Head of Engagement and Funding in coordination of fundraising and brand-raising events
- Lead the development and delivery of communications for events
- Assist Head of Engagement and Funding in developing and strengthening sponsorships and partnerships

Professional Practice, Professional Development and Performance Management

- Engage in professional development activities
- Attend regular supervision with Head of Engagement and Funding and accept direction
- Participate in performance management/appraisal activities as determined by the organisation

Teamwork, Networking and Liaison

- Regular attendance and participation at team meetings, program meetings, staff and other meetings as required

- Represent Toora in a professional manner on external committees or working parties as required
- Create, maintain and develop effective professional networks with relevant external stakeholders

Work Health Safety (WHS) / Quality Improvement Systems

- Adhere to Toora WHS policies and procedures
- Take reasonable care to protect their own health and safety at work and meet all obligations under the WHS Act 2011
- Work in accordance with relevant sector standards and participate in Toora Quality Improvement Systems including auditing, surveys and needs analysis

General Accountabilities

- Understand all areas of computer operations to meet the needs of the job
- Undertake other duties, as directed

February 2023