Southern Migrant & Refugee Centre

POSITION DESCRIPTION

Position Title	Senior Coordinator, Marketing and Communications		
Team	Strategy Engagement and Growth		
Classification	SCHADS Level 6.1	**Employment Status**	Full time
Position reports to	Senior Manager Strategy Engagement and Growth	**Direct reports**	1 x 0.8FTE
Location	South East Melbourne, primarily based in Dandenong		

COMPANY PROFILE

Southern Migrant Resource Centre (SMRC) is a community-based agency providing services to migrants and refugees living in the southern region of Melbourne, including the local government areas of City of Greater Dandenong, City of Casey, Shire of Cardinia, and surrounding suburbs.

SMRC supports the settlement of newly arrived refugees and provides community-based services for migrants and refugees through in-language social and economic participation and health and wellbeing programs.

The Southern Migrant and Refugee Centre (SMRC) commenced operating in 1993 delivering support services for migrants and refugees in the Southern Region of Melbourne. SMRC is governed by an elected Board of Directors and is a registered charitable organisation.

The organisation is a specialist in providing settlement and community services to culturally and linguistically diverse people dedicated to enabling refugees and migrants to achieve their goals and aspirations.

The workforce teams are divided into Diverse Care, Settlement Services, and Corporate Services to ensure a high impact and client centred service.

Joining SMRC will give you the opportunity to develop your career while using your energy and skills to make a difference in the lives of people living in our community.

The CORE VALUES/Unique characteristics are:

- **Integrity** | We are open, honest, and transparent, and consistently strive to do the right thing.
- **Compassion** | We are inclusive and employ empathy, kindness, and a commitment to treating others as equals in all we do.
- **Collaboration** | We are individually and collectively responsible and hold each other and ourselves to account for our decisions, actions, performance, and behaviour.
- **Respect** | We embrace diversity, and we respect and value the rights, strength, opinions, and experiences of the individuals and communities with whom we work.
- **Excellence** | We set and achieve ambitious goals and we take pride in the delivery of high-quality services that have a positive impact.

Position Objective

The Senior Coordinator, Marketing and Communications is responsible for overseeing marketing, fundraising and communications activities across SMRC. This includes development of and planning for communications and marketing activities aligned with the organisation's Strategic Communications Plan and business plans. The role includes provision of supervision, guidance and mentoring of a part-time fundraising coordinator, provision of professional advice at all levels across the organisation, and the delivery of high-quality, person-centred communications and marketing activities in support of SMRC's strategy. The Senior Coordinator will collaborate with multidisciplinary teams to coordinate comprehensive marketing campaigns and support the communications objectives of SMRC teams. The Senior Coordinator will provide strategic communications advice to the organisations Executive Leadership Team, and support change management processes through provision of professional and effective internal and external communications products. The Senior Coordinator will develop

and implement organisation-wide policies and procedures as they relate to communication, fundraising and marketing activities, and support compliance with these across SMRC's workforce.

Key Responsibilities

SCHADS Award Characteristics of this level –

- Limited direction from senior employees or management and undertake a range of functions for which operational policies, practices and guidelines may need to be developed.
- Expected to contribute to management of the organisation, assist or prepare budgets, establish procedures and work practices.
- Required to provide assistance and/or expert advice to other employees. Employees may be required to negotiate matters on behalf of the organisation.
- Positions at this level will require responsibility for decision-making in the particular work area and the provision of expert advice.
- They may be required to undertake the control and co-ordination of a program, project and/or significant work area.
- Managing time is essential so outcomes can be achieved. A high level of interpersonal skills is required to resolve organisational issues, negotiate contracts, develop and motivate staff.
- Employees will be required to understand and implement effective staff management and personnel practices.

Core Responsibilities of the role

- Develop Marketing and Communications strategies with measurable performance indicators that elevate SMRC's voice and the voice of our consumers and that position SMRC as a leading provider of community services and support.
- Manage planning and implementation of strategies across the organisation, monitoring and meeting KPIs and taking corrective action where necessary.
- Champion the SMRC brand as brand owner and ensure that a readily identified style and brand of communication is delivered within and external to the organisation.
- Develop an accurate annual calendar of significant events, important celebrations, campaigns and anniversaries to inform SMRC communications.
- Contribute to and oversee the development of high-quality client-centred communications and marketing collateral and campaigns and track outcomes to determine continuous improvement.
- Oversee the development of the organisation's annual Impact Report.
- Provide leadership, advice, mentoring, education and supervision.
- Provide expert advice at all levels of the organisation, including SMRC's Executive Leadership Team.
- Oversee all SMRC digital channels to ensure consistency and quality and to support a strong reputational presence for SMRC.
- Work with CEO and other Executive Leadership Team members to identify and implement opportunities to increase the profile of SMRC and participate and present the organisation at public events and through media opportunities as appropriate or directed.
- Develop and support the implementation of advocacy campaigns delivered through earned and owned communications channels.
- Develop and maintain relationships with key stakeholders to support the communications and marketing objectives of the organisation.

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Team Responsibilities

- **Collaboration & Co-Design**: Work with SMRC teams, communities, and agencies to build a positive and collaborative team environment to avoid program duplication and co-design initiatives that promote and enhance economic and social participation and well-being for eligible consumers.
- **Relationship Building**: Foster positive relationships through role modeling, practical support, and participation in program activities and events.
- **Communication:** Effectively communicates and maintains professional relationships with consumers, staff and key stakeholders.
- **Team Support**: Assist other team members during high-demand periods or staff absences. Contribute to a positive and collaborative team environment and encourage a positive work environment that encourages quality assurance and high-performance standards.
- **Strategic Plan Execution**: Ensure operational objectives align with and are executed according to the Senior Coordinator's direction, contributing to the strategic plan's success.
- **Continuous Improvement** – Contribute to a practice of Continuous Improvement and innovation in all areas of work.
- **Consumer confidentiality and dignity** – ensures a culture of inclusion and respect for consumers, supporting consumers to exercise choice and independence and respects consumers' privacy. Understands systems and policies for protection of consumer.
- **Innovation and Initiative** supports team to turn ideas into a tangible outcome, including setting objectives, defining tasks, allocating resources, and establishing timelines.

Key Selection Criteria

Qualifications

- Qualifications in Communications, Marketing or a similar field (Certificate, Diploma, or Bachelor degree) or professional training and experience in a Communications or Marketing role.

Key Knowledge Areas – Role specific

- Appropriate tertiary training or equivalent experience in communication, marketing, and/or sales to support delivery of accurate and timely advice to a range of stakeholders within and external to SMRC.
- Understanding of strategy development and planning processes.
- Understanding of what makes for effective communications, advocacy and marketing campaigns and engagement strategies.
- Understanding and technical expertise in managing digital communications, marketing and advertising, including execution, measurement and analysis of analytics.
- Detailed understanding of project management approaches and understanding of tools and strategies to assist in the management of competing tasks.
- Demonstrated experience and knowledge of performance management, including supervision, appraisal and performance management.
- Conflict management, experience in managing challenging situation and conflict resolution.
- Excellent written and verbal communication skills and editing ability.
- Understanding of technical platforms including CRM, WordPress, and Social Media channels.

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Key Knowledge Areas – General

- Time Management - Prioritises work; demonstrating an understanding of organisational, team and individual priorities and capacities; and ensures that key requirements are met.
- Demonstrates active listening and asks appropriate questions when dealing with clients/members and colleagues,
- Demonstrate SMRCs Values in all work and communications.
- Exceptional information technology skills including competency in Microsoft 365 applications, including Outlook, Teams, CRM and CMS systems.
- Data literacy and skills, ability to maintain accurate records
- Written Communication – Prepare accurate reports and documents when required; provide clear, accurate and timely electronic (email) messages and responses.
- Possess cultural awareness, sensitivity and respect cultural differences
- Openly shares information, participates and contributes to team discussions.
- Support and maintains a positive approach to change and adapts to new or different ways of working.

Requirements

- Current Victorian drivers' licence and own vehicle

Staff reporting to this position
Fundraising Coordinator

Responsibilities & Conditions of Employment
SMRC is an Equal Opportunity Employer (EEO) and encourages applications from people of culturally and linguistically diverse backgrounds, including people from Aboriginal, Torres Strait Island heritage and people with lived experience of disability. SMRC believes in protecting the safety, rights and wellbeing of children including the expression of cultural beliefs and identity. SMRC strongly believes in the promotion of gender equality and respect for relationships. SMRC staff may be invited to represent SMRC in external communications, including but not limited to videos, photos, and interviews. Participation is entirely voluntary. Manages own risk and ensures that risks are identified and reported in own work context. All SMRC People must • Contribute to Occupational Health & Safety (OHS) objectives by reporting hazards and incidents immediately to an OHS representative, committee member or manager. Employees must behave in a manner that fosters safe working practices. • Adhere to policies and procedures which aim further culturally safe, inclusive and respectful work practises. • The staff member may be required to perform other duties as directed, in accordance with training, skills and experience. • The staff member must comply with child safety standards and policies. • Participate in professional development by actively participating in staff development workshops and training programs. • Manage own risk and ensure that risks are identified and reported.

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Important Information

SMRC offers:

Salary Sacrifice: Employees have the option to access salary sacrifice through an external provider. Staff on a full time or part time contract can access tax free salary packaging.

Christmas break: SMRC offers all staff time off between Christmas and New Year's Day, up to 3 days leave, without leave loading.

All appointments to the SMRC are subject to the following:

- Police Check (not older than 6 months)
- Employee Working with Children Check (not expired)
- NDIS Worker Screening Check (not expired)

Please visit the SMRC website at www.smrc.org.au or for further information contact the People and Culture Team on 03 9767 1900 or at hr@smrc.org.au.

Employee Signature

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

Employee Name	Employee Signature	Date
Manager Name	Manager Signature	Date