

Position Title: Engagement and Communication Professional	Entity: ILA
Reports to: Brand and Communications Manager	No of Direct Reports: Nil
Job Level: Tier 5	Location: Osborne Park
Position Requirements	
<p>Primary Purpose</p> <p>Engage with community, target audiences and key stakeholders to increase awareness of our brands and initiatives. Work with Brand and Communications Manager to develop and implement engagement and communications strategies. Utilise Dynamics 365 CRM and Marketing, social media channels and websites to ensure our customers are guided to the relevant information and tools.</p>	
<p>Key Accountabilities/Responsibilities</p> <p><u>Health Safety Wellbeing & Environment</u></p> <ul style="list-style-type: none"> • Comply with all health, safety and hygiene policies, systems, and OH&S legislation to maintain an appropriate working environment. • Ensure all incidents, accidents, injuries, hazards or property damage are reported. Identify any relevant safety improvements and work collaboratively with the Work Health and Safety program. • Contribute to a culture that supports wellbeing. <p><u>Functional</u></p> <ul style="list-style-type: none"> • Assist with the implementation of ILA's engagement and communication strategies across all initiatives. • Support to develop and maintain critical relationships with internal and external stakeholders. • Identifying, framing, and researching issues of importance to older people and people with disabilities and their family carers. • Researching and evaluating competitors, potential sector partners, and promotional opportunities. • Planning, delivery and evaluation of various communication activities and events. • Establish proactive relations with the media, monitor opportunities, respond to enquiries and prepare media releases. • Utilise our digital platforms, social media channels and websites, to engage with the community and stakeholders. • Manage customer engagement and interactions with Microsoft Dynamics 365 CRM. • Utilise Microsoft Dynamics 365 Marketing to set Customer Journeys, EDMs, analysis data and feedback. • Communication and engagement support across all ILA initiatives. <p><u>Operational</u></p> <ul style="list-style-type: none"> • Build and maintain relationships with community members. • Contribute to, and demonstrate by example, ILA's vision, mission and values. • Participate and/or engage in all activities that relate to Group strategic initiatives and key issues. • Identify and implement improvement opportunities within ILA and participate in continuous improvement of the wider organisation by recommending sensible changes and communicating issues that may affect the organisation. <p><u>People & Culture</u></p> <ul style="list-style-type: none"> • Participate actively with colleagues in the leadership team to deliver integrated business outcomes. • Ensure cultural optimisation through engaging in fit-for-purpose cultural programs. • Respect and value the diversity of the workforce by helping to prevent and eliminate discrimination in the workplace. 	

Administration <ul style="list-style-type: none"> • Meet activity based KPI's. • Ensure all operational and administrative processes are undertaken in accordance with established policies and procedures. • Ensure all documentation and associated processes are maintained and accessible in appropriate formats and designated locations. 			
Key Performance Indicators & Measures <p><i>Indicators of effective performance in the position – i.e. Factors relating to output, quality, efficiency, safety. KPI's are to be SMART and specifically measurable. They are identified in the Performance & Development Review (P&DR) to be specific to the individual teams and the position in a specified point in time. Refer to the Performance & Development Review Form.</i></p>			
Key Relationships			
Internal <ul style="list-style-type: none"> • Executive team – ILA General Manager • Leadership team – ILA Managers and Leads • All other teams in the organisation 		External <ul style="list-style-type: none"> • Community members and families • Customers • People with disability • Older people • Suppliers and vendors 	
Key Behaviours <p><i>Behavioural competencies or 'behaviours' are effectively attributes we display as we carry out our work, and 'how'. Below identifies those KEY behaviours (6-9 key to the role) integral to the success of this position and the organisation. Delete Strategic or leadership behaviours if not applicable for the role.</i></p>			
Operational Behaviours			
Applied/Continuous Learning <input checked="" type="checkbox"/>	Demonstrates Initiative <input checked="" type="checkbox"/>	Building Trust <input checked="" type="checkbox"/>	Communication <input checked="" type="checkbox"/>
Client Liaison <input checked="" type="checkbox"/>	Organisation & Self Management <input checked="" type="checkbox"/>	Quality & Work Standards <input checked="" type="checkbox"/>	Teamwork <input checked="" type="checkbox"/>
Results Focused <input checked="" type="checkbox"/>			
General Assessed			
Impact	Technical / Professional Knowledge	Job Fit	Organisational Fit

Selection Criteria/Personal Requirements
<p>Knowledge & Skills (Social, Personal & Technical) & Equipment</p> <p><i>The knowledge necessary to effectively perform in the position. Specific skills or equipment that the person needs to be able to use. Personal attributes/qualities that are important to the success of this position.</i></p> <ul style="list-style-type: none"> • Experience with Microsoft Dynamics 365 CRM or similar database environment. • Excellent relationship management. • Knowledge of current social media platforms and how best to engage with community • Demonstrated ability to perform a wide variety of tasks relevant to the delivery of an effective communications program • Exceptional web and digital writing skills. • A capacity to work pro-actively as an individual and as a member of a team • Experience securing support from organisations, departments, and individuals. • Excellent computer skills, including Microsoft office and Adobe Creative Suite. • Ability to prioritise and meet deadlines • Ability to liaise with senior leaders and key stakeholders both internally and externally. • Experience with Microsoft Dynamics 365 Marketing is desirable but not essential • Current understanding of My Aged Care, National Disability Insurance Scheme (NDIS) and disability sectors desirable but not essential
<p>Work Experience</p> <p><i>The type and extent of previous work experience that is necessary to perform in the position</i></p> <ul style="list-style-type: none"> • At least 3-5 years' experience in stakeholder and community engagement and/or communications role • Knowledge of the aged care and disability sectors (desirable) • Network of stakeholders and media contacts (desirable)
<p>Qualifications</p> <ul style="list-style-type: none"> • Degree level qualification in Journalism, Communications, Public Relations, Marketing, or related discipline • National Police Clearance • NDIS Workers Screening Check
<p>Extent of Authority</p> <p>Authority to act within the scope of your position to perform the objectives and requirements of your position as identified within this Position Description and as directed by your Leader. The extent of the authority may alter from time-to-time at the direction of your Leader.</p>
<p>Date Created: 21/07/2021</p> <p>Prepared By: Neil Berrick (Brand and Communication Manager)</p> <p>Approved By: Andrea Morris (ILA General Manager)</p> <p>Approved By: Lisa Karabin (People & Culture Manager)</p> <p>Date Reviewed/Modified:</p> <p>Date Approved by (P&C):</p>
<p>Related Documents: PD Work Instructions, Behaviours Guide</p>
<p>Risk Assessed Role (NDIS Worker Screening Check) Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>Risk Assessed Criteria: C) A role for which the normal duties is likely to require more than incidental contact with a person with disability</p> <p>Date the role was assessed: 24/06/2021</p> <p>Assessed By (Name of Manager): Lisa Karabin, People & Culture Manager</p>