

COMMUNICATIONS & MARKETING OFFICER

Position Description

RFCS GIPPSLAND

RFCS Gippsland is a non-profit registered charity providing free, confidential and independent planning and support services to primary producers and small rural businesses who are either 'at risk' of, or currently experiencing financial difficulties. Our key objective is to assist clients implement improvement plans for sustainable and resilient financial and personal wellbeing.

Our organisation is funded by both the State and Commonwealth Departments of Agriculture. Funding deeds are typically 3 years in duration, with current deed secured to 30 June 2024.

RFCS Gippsland services south-eastern Victoria, incorporating 11 Shire Council regions. Our offices are located in Leongatha, Maffra and Bairnsdale. Please visit our website for more information about our service.

THE POSITION

The Communications & Marketing Officer is responsible for providing support, development and coordination of RFSC Gippsland awareness campaigns; initiatives and administration, working under the direction of RFCS Gippsland's Communications & Marketing Manager.

The position is currently a fixed-term position offering minimum 15 hours per week until 30 Jun 2022, with ambition of becoming a permanent role 30 hours per week; depending on funding availability.

We encourage flexible remote working conditions; however, a current driver's licence is essential for this position as travel will be required across the service region as needed.

Remuneration:

RFCS Gippsland offers a flexible workplace with additional salary sacrifice tax benefits. Depending on qualifications and experience, the salary range is between \$30 > \$40 per hour plus 10% superannuation. Travel expenses including vehicle use are reimbursed.

Training & Development:

Opportunities will be made available for training required to perform successfully in the role, including training in use of preferred software and operating system platforms.

Professional Development opportunities at the discretion of RFCS Gippsland's Executive Officer are offered and encouraged.

Career progression opportunities are available.

This position description indicates the general nature and level of work performed by employees within this role. 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. Duties may be varied and or amended from time to time.

VALUES

As an RFCS Gippsland team member, you will have:

Personal effectiveness - Demonstrated ability to manage and adjust work to achieve goals; accept responsibility for mistakes and learn from them; always displaying respect and courtesy to others.

Team effectiveness - Collaborative approach for information, learning and effort; understanding and appreciation of diversity in the workplace, capability to work with others to reach common goals; support and building positive and constructive relationships; communicate clearly and concisely ensuring messages are understood; ability to express ideas clearly, listen effectively and provide feedback constructively.

Organisational effectiveness - Understanding of how your individual role and work contributes to achieving organisational goals; ability to think ahead and plan accordingly to achieve goals.

Our values are underpinned by acceptable workplace behaviours included in our 'Rules of Engagement'. All employees are required to comply with RFCS Gippsland policies and procedures, as well as demonstrate our values being:

INTEGRITY

Respect & trust are our core values - embedded in everything we do

COMMUNICATION

We value open, honest, authentic communication & thought diversity

IMPROVEMENT

We encourage *big thinking*, focused on continuous improvement

RECOGNITION

We recognise & celebrate individual & team effectiveness



RFCS
Gippsland

rural business is our business

rfcsgippsland.org.au

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POSITION RESPONSIBILITIES:

Duties and responsibilities of the Communications & Marketing Officer are wide ranging and include, but are not limited to:

- Assisting the Communications & Marketing Manager role
- Development and design of public digital and print communications
- Social Media management and content development
- Website design and maintenance
- Stakeholder engagement support
- Develop and distribute regular stakeholder communications
- Database Management
- Event assistance
- Publication design
- Distribution of marketing collateral

SELECTION CRITERIA

Qualifications, Skills and Experience

Essential - Applicants must have the following:

- Qualifications &/or suitable experience in Communications, Advertising &/or Marketing
- Graphic Design skills
- Excellent written and verbal communication
- Superior customer service
- Significant computer literacy, proficient with graphic design software
- Current drivers' licence

Desirable - skills or experience in any or all of the following:

- Website development, building &/or maintenance
- Creative writing
- Social Media engagement
- Brand development & management
- Event management
- Project management
- Photography and post-production
- Illustrated or graphic art
- Video editing
- Understand challenges experienced by regional communities

Personal Attributes

- Positive attitude
- Creative
- Enjoy learning and research
- Willingness to problem solve
- Strong attention to detail
- Organised and efficient
- Thrive under pressure
- Deadline focused
- Self-motivated
- Initiative
- Adaptable to change

Please note: Successful applicants are required to undergo a police check and hold a clear criminal record prior to commencement.

Key Competencies

Graphic Design: applied visual design experience, preferably using Adobe or Affinity program suites.

Software Proficiency: utilisation of a range of software programs with ability to learn new software quickly. Exposure to Microsoft 365 and Sharepoint an advantage.

Social Media: applied experience engaging social communities significantly increasing followers across any or all platforms.

Marketing & Promotion: applied knowledge of fundamental and contemporary public awareness strategies and tools, particularly utilised within rural and regional markets.

Communication: positively engaged and communicated with a diverse range of stakeholders, both written and verbally.

Self-management: demonstrated ability to be self-motivated, plan, be organised, as well as manage and prioritise tasks to meet competing deadlines whilst working with a range of stakeholders.

Privacy & Confidentiality: demonstrated awareness of privacy and confidentiality legislation and requirements.

APPLICATION PROCESS

Forward applications to the Communications & Marketing Manager via email: comms@rfcsgippsland.org.au and include:

- Resume, including any achievements or initiatives.
- Summary of experience for each key competency, highlighting essential and any desirable qualifications; skills and experience as outlined in the **selection criteria**.
- Digital copies or links to portfolio of previous works. Examples can include, but are not limited to: graphic designs, websites, creative writing, videos, artworks and/or photography.
- Names and titles of at least 2 professional referees. Contact details can be provided on request.

Applications close **25 January 2022**

For inquiries, please contact
Communications & Marketing Manager
1300 045 747 or comms@rfcsgippsland.org.au
Information about RFCS Gippsland is located
rfcsgippsland.org.au & Facebook [@RFCSGipp](https://www.facebook.com/RFCSGipp)