

## Position description

<b>POSITION TITLE:</b>	<b>Marketing, Sponsorship and Partnerships Officer, .4 FTE. 12 month Fixed Term Contract.</b>
<b>POSITION OVERVIEW:</b>	The purpose of this role is to raise the profile of the PCAF brand and to support the implementation of the PCAF's Strategic Plan, Growth and Revenue Strategy, and Advocacy Strategy. The key functions of the role ensure that PCAF actively engages with key audiences required to ensure PCAFs success as the go to organisation for Permanent Carers, Kinship Carers and Adoptive Families in Victoria.
<b>LOCATION:</b>	This position is based at PCAF, Suite 6, Level 1, 69-71 Rosstown Road, Carnegie.  The position is offered on a part time basis and may be required to work from various locations to meet organisational needs. The position works weekday office hours, however, may be required to work outside of these hours based on organisational and position needs. This role is subject to key performance indicators to evaluate success in the role and has an annual performance review.
<b>REPORTS TO:</b>	Business Development Manager.
<b>SALARY LEVEL</b>	SCHADS Award level 5.3. Salary packaging available.

Permanent Care and Adoptive Families (PCAF) is a not-for-profit carer member-based organisation representing families formed by Permanent, Kinship care and Adoption in Victoria. Established by parents from this community in 2003, we continue to be guided by the lived experience of our members. Funded by the Department of Families, Fairness and Housing (DFFH) we provide the: Better Futures/Homestretch Programs; Helpline information, support, and referral service; Flexible Funding Program; Peer Support and Advocacy.

Our programs and practices include a child-centred and family-focused approach to support strong and sustainable Permanent Care, Kinship Care and Adoptive families. PCAF is governed by an elected Board that holds expertise and leadership to govern the organisation. With more than 2900 members and clients and a small, dedicated staff team, PCAF is the peak body in Victoria for Permanent Care and Adoptive families.

### OUR VISION:

That every child who cannot live permanently with their birth parents thrives in a strong stable and permanent family.

### OUR PURPOSE:

We empower families to provide stable culturally relevant permanent homes for children and young people who cannot live with their birth families.

### OUR MISSION:

We advocate on behalf of and deliver peer support and other trauma informed services for Permanent Care, Kinship and Adoptive families. We inform, upskill, and empower our parents / carers to advocate strategically for the services and support their children and our communities need. Our independent support is trusted by our families and often critical to their success.

## POSITION PROFILE:

The Marketing, Sponsorship and Partnerships Officer role includes the following responsibilities.

### Role responsibilities

- Develop, implement, and evaluate PCAF's Marketing and Engagement Strategy to support the Strategic Plan and the Growth and Revenue Strategy.
- Identify and pitch proactive media opportunities, develop media responses, and effectively manage risks and issues to maintain and enhance PCAF's profile.
- Actively seek sponsorship, donations and advertising opportunities that support PCAF's revenue growth.
- Develop and implement effective advocacy campaigns in line with PCAF's Advocacy Strategy.
- Utilise a range of marketing and communications channels including Newsletters, website, social media, eDMs and printed publications to promote PCAF and the work that PCAF does.
- Support the development and promotion of PCAF events and peers support opportunities in online, face-to-face and hybrid environments.
- Work with the Business Development Manager and CEO to collaborate and strategically partner with funders/potential funders and external stakeholders.
- Develop brand guidelines to ensure production of professional and consistent branding and communication materials.
- Build the capacity and confidence of PCAF staff to effectively engage in communications and marketing activities.
- Ensure the PCAF website is current and up to date.
- Participate in the design of a Membership Growth Strategy
- Ensure the CRM database accurately records PCAF's marketing activities, sponsorships, and donors.
- Produce reports on and analyse data, including identification of trends in engagement and growth.

### Organisational Requirements

- Report reputational risk issues to the Business Development Manager and CEO.
- Provide the Business Development Manager with relevant data and information required to complete reports, including the CEO Metrics Report, and DFFH reporting.
- Provide input to organisation-wide activities and support the implementation of the Strategic and Operational Plans.
- Work with the Business Development Manager to develop and implement PCAF's Marketing and Stakeholder Engagement Plan.
- Develop and implement the role's individual workplan.
- Undertake other duties as required.

### Stakeholder Relationships

- Establish and maintain collaborative, respectful, and professional relationships with key government and community agencies to meet the needs of families.
- Share relevant information to third parties with the informed consent of the family in accordance with relevant privacy legislation, policies, and procedures.

**KEY RESULT AREAS:**

The Marketing, Sponsorship and Partnerships Officer is required to demonstrate performance in the following key result areas as part of the annual review process. The Marketing, Sponsorship and Partnerships Officer discusses the following key result areas in their management meetings with the Business Development Manager as relevant to ensure the requirements of the role are continually met.

**KEY RESULT AREA 1: Coordination**

1.1	Effectively delivers strategic & operational outcomes as set by the Business Development Manager.
1.2	Communicates effectively with service providers, funding bodies, staff and stakeholders promoting PCA Families' services & programs.
1.3	Proactively seeks out new opportunities to grow & diversify the organisation's revenue through sponsorship, donations, and advertising
1.4	Demonstrates evidence informed decision making across all aspects of the role.
1.5	Reports on key statistics and analyses current performance, including benchmarking against similar organisations.

**KEY RESULT AREA 2: Administration & Organisational Needs**

2.1	Develops and proficiently manages all marketing and communications
2.2	Coordinates and proficiently manages all relevant marketing, sponsorship, and partnership
2.3	Completes administrative and organisational requirements in the role in a timely and professional manner.
2.4	Demonstrates high level planning, organisational practice, and time management capability.

**KEY RESULT AREA 3: Support of Self & Team**

3.1	Develops and maintains positive and healthy workplace relationships.
3.2	Demonstrates the use of a self-care plan to ensure health and wellbeing outcomes are maintained to manage the demands in the role.
3.3	Demonstrates a clear understanding of how personal beliefs & values influence professional identity.
3.4	Is an excellent communicator and respected member of the team.

**KEY RESULT AREA 4: Professional Growth & Development**

4.1	Participates in supervision a regular basis & proactively participates in discussions.
4.2	Engages in relevant professional development to maintain growth, knowledge, skills, and competencies in the role.

**CAPABILITY FRAMEWORK:**

To demonstrate capability at in the role, the Marketing, Sponsorship and Partnerships Officer will demonstrate the following capability areas through skills, knowledge, attributes & tasks. These align with the 4 Key Result Areas as outlined.

*Capability Area 1: Skills (M)*

It is expected that the following skills are demonstrated at the Marketing, Sponsorship and Partnerships Officer level.

S1	Uses principles of emotional intelligence to communicate effectively.
S2	Ability to be flexible, adaptive, and proactive, and agile to the changing needs of the organisation and working within tight timeframes so that everyone has a positive outcome.
S3	Can translate the vision and strategic intent of the organisation. Excellent verbal and written communication skills.
S4	Knows how to develop and maintain partnerships.
S5	Strong attention to detail and problem-solving skills.

<b>Capability Area 2: Tasks (A)</b>	
It is expected that the following professional tasks are demonstrated at a Marketing, Sponsorship and Partnerships Officer level.	
T1	Skilled at assessing risk and using evidence informed frameworks to mitigate.
T2	Undertakes tasks from a professional perspective to demonstrate their importance.
T3	Able to work to and report on KPI's agreed targets.
T4	Showcases achievements that demonstrates recognition to others.
T5	Develops and manages effective marketing and revenue generating strategies to achieve strategic and operational goals.
<b>Capability Area 3: Attributes (S)</b>	
It is expected that the following attributes are demonstrated at a Marketing, Sponsorship and Partnerships Officer level.	
A1	Has credibility and integrity in the sector.
A2	Knows how to manage the relationship between personal and professional beliefs and values to maintain professional conduct.
A3	Is transparent, honest, ethical, open minded, kind, warm, compassionate, caring, self-caring.
A4	Is encouraging, positive, supportive, flexible, collaborative, directional, empowering, encouraging.
A5	Knows when resilience is low and seeks support through executive supervision and EAP.
A6	Encourages creativity and builds positive relationships internally and externally.
<b>Capability Area 4: Knowledge (E)</b>	
It is expected that the following knowledge base is demonstrated at a Marketing, Sponsorship and Partnerships Officer level.	
K1	Highly developed knowledge base about marketing in the not-for-profit sector and attracting relevant sponsorships and donations.
K2	Understands the out of home care sector/and or community services.

**EMPLOYMENT CONDITIONS:**

The following Conditions of Employment are required for the Marketing, Sponsorship and Partnerships Officer role.	
Work Arrangement:	<ul style="list-style-type: none"> <li>PCAF is a family friendly workplace offering flexible working arrangements. Employment conditions draw from those detailed in the Social, Community, Home Care and Disability Services Award (SCHADS). Salary packing is available to ongoing and fixed term staff, including the Digital Marketer in line with ATO provisions for Public Benevolent Institutions. PCAF is a Child Safe organisation with zero tolerance for child abuse.</li> </ul>
Professional & Personal Characteristics:	<ul style="list-style-type: none"> <li>Ability to self-manage and meet strategic requirements of the role. Able to meet key result areas. Has a growth mindset and understands the key competencies required to ensure high performance outcomes in the role. Is highly resilience, understands components of vulnerability and wellbeing.</li> </ul>
Qualifications & Experience:	<ul style="list-style-type: none"> <li>Tertiary or vocational qualifications in Media, Journalism, Communications, Marketing or Public Relations and minimum of two years experience.</li> </ul>
Pre-employment Screening:	<ul style="list-style-type: none"> <li>Holds a current Working with Children Check card.</li> <li>Passing a current Police Check (including providing 100 points of ID)</li> <li>Passing an international police check (if applicant has resided overseas for 12+ months in the last 10 years).</li> </ul>
Probation:	<ul style="list-style-type: none"> <li>This role holds a 6-month probation period and ongoing periodic review through Executive Supervision and annual review framework.</li> </ul>

Benefits:	<ul style="list-style-type: none"> <li>• Leadership Supervision.</li> <li>• Well respected employer.</li> <li>• Modern &amp; contemporary work environment.</li> <li>• Access to PCA Families Employee Assistance Program (EAP).</li> <li>• Study leave upon approval.</li> </ul>
Police Check:	<ul style="list-style-type: none"> <li>• Required to undertake a National Police Check.</li> </ul>
Compliance:	<ul style="list-style-type: none"> <li>• Comply with and adhere to conditions of employment, Code of Conduct, Confidentiality. Adhere to all relevant Acts, Codes and organisational policies including, Privacy, Anti-Discrimination, Bullying and Harassment, Evidenced Decision Making, Work Health &amp; Safety. This position is required to sign a new Personnel Declaration. The Digital Marketer is required to conduct their role in a manner that does not adversely affect their own health and safety and that of others by reporting all incidents and injuries as well as co-operating with any measures introduced in the workplace to improve OHS.</li> <li>• The Marketing, Sponsorship and Partnerships Officer is required to disclose any pre-existing injuries that may impact or influence by employment of this position. This will assist the organisation to maintain a safe work environment for the role.</li> <li>• The Marketing, Sponsorship and Partnerships Officer must hold a current Working with Children Check at all times. All employees are required to carry out their duties in a manner that does not adversely affect their own health and safety and that of others, including reporting all incidents and injuries, as well as co-operating with any measures introduced in the workplace to improve WHS.</li> </ul>
Mandatory Requirements:	<ul style="list-style-type: none"> <li>• Mandated by law to report any concern regarding the safety, welfare, and security of a child.</li> <li>• Report any suspected abuse and or neglect of an adult with a disability or an ageing person.</li> </ul>
Equal Opportunity:	<ul style="list-style-type: none"> <li>• PCA Families is an equal opportunity employer.</li> </ul>
Professional Development:	<ul style="list-style-type: none"> <li>• Professional development &amp; training opportunities are offered to staff, members and study leave may also be available in certain circumstances upon approval.</li> </ul>
Lived Experience:	<ul style="list-style-type: none"> <li>• We are the member representative organisation of the permanent care and adoptive community in Victoria. We strongly encourage applicants with lived experience.</li> </ul>
Cultural Competency:	<ul style="list-style-type: none"> <li>• People of Aboriginal and Torres Strait Islander heritage are strongly encouraged to apply for the position. As an inclusive organisation, PCAF is striving to become culturally competent, and all staff are expected to undergo regular cultural competence training as part of their professional development plans.</li> </ul>

#### SELECTION CRITERIA:

SC1	Proven experience in raising revenue through Sponsorships, Donations and Advertising.
SC2	Proven experience in brand management and developing and implementing high quality marketing collateral and campaigns on a limited budget.
SC3	Experience in a not-for-profit membership based peak body/organisation.

SC4	Proven experience in partnership development and engaging with key stakeholders and potential funders and sponsors.
SC5	Excellent organisational skills with ability to deliver high quality results within agreed timelines.
SC6	Experience with Microsoft Office suite, knowledge of website maintenance, mail chimp/CARVA.
SC6	Excellent skills in developing and implementing advocacy and social media campaigns.
SC7	Experience in conducting market research, understanding latest trends and evaluating the effectiveness of marketing and partnership activities.
SC8	Tertiary or vocational qualifications in Media, Journalism, Communications, Marketing or Public Relations.
SC9	Basic understanding of the out home-based care system including Permanent Care, Kinship Care and Adoption (desirable).

**EMPLOYEE AGREEMENT:**

I agree to abide by the details of this Position Description as required in the role.

Employee Name:	Employee Signature:	Date:

**REFERENCES:**