

## Position Description

<b>Position Title</b>	<b>Marketing &amp; ICT Officer</b>
<b>Reports to</b>	Centre Manager
<b>Hours</b>	Part Time – 14 hours per week
<b>Location</b>	Vermont South Learning Centre
<b>Classification &amp; Salary range</b>	Neighbourhood House Employees (SCHCADS Award), <a href="#">Neighbourhood Houses &amp; Adult Community Education Centres Collective Agreement 2016</a> . Pay point depends on qualifications and experience.
<b>Conditions</b>	As per <a href="#">Neighbourhood Houses and Adult Community Education Centres Collective Agreement 2016</a> (or currently in force, if superseded)
<b>Employment Requirements</b>	Clear National Criminal History Check Valid Working with Children Check (Victoria) First Aid Certificate (or willing to obtain) Australian Right to Work Check

### Vermont South Learning Centre Profile

Established in 1976, the *Vermont South Learning Centre* (Centre) is one of ten Neighbourhood Houses located with the Whitehorse Council district in Melbourne’s eastern suburbs.

The Centre offers programs and services in a friendly, purpose-built environment to meet the needs of the local community. These include adult education, lifestyle & recreational courses, children’s activities, a social enterprise café & catering, and room hire.

Training and community connection is our core business. As a Learn Local organisation the *Centre* offers subsidised Adult Education in Information Technology, Literacy and Numeracy including English as an Additional Language and Vocational courses. Lifestyle classes in Health & Fitness, Art, General Interest and Children’s Activities are also provided.

The facility’s spacious rooms are available for hire at affordable prices by community organisations or individuals for celebrations, meetings, groups and social support programs.

## **Mission**

To provide all participants with equal opportunities to learn, socialise, gain skills, and be employed in a friendly and supportive environment.

## **Vision**

An inclusive and supportive community where people of all ages and diversity can engage in a supportive and engaging environment.

## **Purpose of Position**

- To develop strategies for and execute the marketing for all centre activities including pre-accredited training, recreational courses and workshops, Community Café and room hire.
- To facilitate and support the Information, Communications and Technology (ICT) requirements of the organisation.

## **Key Responsibilities**

### **1. Marketing**

- Develop advertising and promotional materials for classes and courses delivered at the VSLC in line with the vision, mission and values of the organisation.
- Develop, create content for, maintain and update the centre's website, Facebook page, Instagram and other social media platforms, in line with the VSLC Social Media Policy.
- Prepare and implement the annual Marketing Plan, in consultation with the Manager.
- Work with the Café Supervisor and Centre Manager on the development and implementation of marketing strategies to ensure maximum utilisation of the Café and catering service.
- Maintain the database for the distribution of marketing materials.
- Photograph and video classes, events, and activities at the House as required.
- Seek out new opportunities for marketing and promotions of all centre activities/programs.
- In conjunction with Centre manager and staff team, undertake community engagement activities and processes to ensure the centre offerings align with community need, and marketing strategies are effectively pitched to the intended audience.

### **2. Information, Communication & Technology (ICT)**

- Manage the centre's email systems, website, Facebook page and other software packages.
- Provide general ICT support as required to all staff, volunteers and tutors.
- Maintain the centre's server and liaise with external consultants, as required.
- Ensure data security and privacy is maintained for the centre's digital systems through alignment to the relevant government framework.

- Research and purchase new ICT equipment in consultation with the Manager, and install software as necessary.
- Maintain and manage computers, tablets and other electronic equipment.
- Provide training for staff and tutors in setting up ICT and presentation equipment including projectors, laptops, and multimedia devices.

### **3. Reporting, Administration and General Duties**

- Prepare a Marketing and ICT report for the Manager each term.
- Maintain internal and external display boards, in conjunction with office team.
- Assist with reception and front-of-house duties as required, including:
  - Welcoming participants and visitors to the centre
  - Providing information, referral, and assistance to the public
  - Supervising volunteers and reporting any issues of concern to the Manager

### **4. Relationships and Partnerships**

- Develop and maintain effective working relationships with funding bodies, local Council, partner organisations and other community stakeholders.
- Develop and maintain positive relationships with community members.

### **5. Organisational Relationships**

- Responsible to: Centre Manager
- Responsible for: Volunteers
- Collaborates with: VSLC staff and Board, external stakeholders and partners

### **Key Selection Criteria**

- Qualification in marketing/business administration and/or proven experience working in a similar type of role.
- Proven ability in the design and implementation of a marketing strategy.
- Good understanding and skills in the administration of social media platforms.
- Experience and demonstrated high level skills with managing ICT systems, Microsoft Office Suite, and maintaining databases.
- Ability to problem solve and adapt in ICT and support others to resolve issues in this area.
- Strong organisational skills with the ability to multi-task and respond effectively to competing demands.
- Ability to work effectively in a team environment and in a consultative manner.
- Strong attention to detail and self-motivated with an intrinsic desire to strive for excellence.
- Excellent interpersonal and communication skills with a well developed ability to work with diverse populations and a broad range of community and business partners/stakeholders.

Highly regarded:

- A good understanding of Neighbourhood Houses and the Not for Profit sector.

I have read, understood and agree to carry out the duties outlined in the above position description.

Signature of Employee: \_\_\_\_\_

Date: \_\_\_\_\_

Name of Employee: \_\_\_\_\_

Signature of Manager: \_\_\_\_\_

Date: \_\_\_\_\_

Name of Manager: \_\_\_\_\_