

POSITION DESCRIPTION

Position Title:	Marketing & Events Officer
Department:	Marketing & Communication
Location:	Hyde Street

Date:	February 2012
Status:	Full Time
Reports To:	General Manager, Marketing & Communication

1. ORGANISATIONAL CONTEXT

Crisis Support Services (CSS) is Australia's leading telephone and online counselling and training provider. CSS delivers confidential counselling, support, information and referral services 24 hours a day, 7 days a week operating with a team of professionally qualified psychologists and counsellors. Services include SuicideLine (VIC), Suicide Call Back Service, MensLine Australia, MensLine Australia Call Back Service, and specialist lines such as the *beyondblue* info line and Veterans Line.

Our Vision

All people are heard and helped in their time of need

Our Purpose

To support people to manage crisis and develop well being by providing specialist, professional counselling and referral services.

Our Values

Professionalism

We are a team of qualified professionals, drawing on our specialised skills and experience, to provide expert solutions and effective services to the Australian community

Integrity

We strive to provide quality services while upholding the highest ethical and moral standards, with a commitment to honest, transparency and accountability.

Leadership

We strive to be the national leaders in the field of professional telephone and online counselling, committed to best practice, continuous quality improvement, and advocacy for the people we service.

Compassion

We show compassion and empathy for every individual, offering support and understanding in the face of life greatest challenges.

Excellence

We demonstrate professional excellence by consistently going above and beyond to achieve exceptional results in all that we do.

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2. POSITION PURPOSE

The Marketing and Events Officer is responsible for supporting the Marketing and Communication team to raise the profile of Crisis Support Services and its major service brands, including MensLine Australia, Suicide Call Back Service and Living Is For Everyone.

As a qualified Marketing or Communications graduate, you will be looking to build your experience in the industry to elevate CSS' position and profile, and vastly increase community awareness of our vital services. This role will assist in ensuring all CSS' communications reflect the professionalism and expertise of CSS, while actively promoting CSS' services and resources at industry events.

With a significant focus on event management, the Marketing and Events Officer will develop and maintain working relationships with key stakeholders, both internal and external; support marketing activities for all major contracts and funding agreements; and supply timely and accurate advice to the Marketing and Communications Team.

The Marketing and Events Officer will also support internal communication and employee engagement by updating the organisation's intranet, assisting in writing a bi-monthly newsletter and supporting the development and dissemination of quality internal communication, via a variety of mediums that supports the establishment of a positive professional culture.

3. KEY RESULT AREA	MAJOR ACTIVITIES	MEASURES
LIFE Communications Administration	<ul style="list-style-type: none"> ▪ Plan, attend and report on all LIFE events. ▪ General administration tasks including weekly mail outs of resources, monitoring LIFE inbox and responding to emails and phone calls, including actioning PDN registrations and keeping the LIFE Resources distribution log up-to-date. ▪ Assistance with web content on an as needs basis. ▪ Report on resource distribution and other activities as required. 	<ul style="list-style-type: none"> ▪ All LIFE events are managed within budget, in line with corresponding event plan, logistically well organised and organised with consideration of the identified target market. ▪ All events evaluated with event reports completed within a week of attendance. ▪ Web content edited and uploaded in a timely manner. ▪ Accurate reports on resource distribution compiled and submitted as per schedule.
Internal Communications	<ul style="list-style-type: none"> ▪ Assist in the writing and production of CSS internal and external newsletter Between the Lines in consultation with General Manager Marketing and Communication and Marketing and Communication Coordinator. ▪ Assist in liaising with designers as required to develop design 	<ul style="list-style-type: none"> ▪ Articles written to a high standard and submitted for Between the Lines within deadline. ▪ All external and internal communications are prepared and delivered as per agreed standards and signed off by relevant parties.

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	<p>and layout of each edition of Between the Lines ensuring consistency with current style.</p> <ul style="list-style-type: none"> ▪ Assist in liaising with printers as required to ensure quality print of Between the Lines within budget and deadlines. ▪ Distribute to staff – hard copies and electronic. Distribute to internal and external stakeholders in consultation with Executive Officer. ▪ Work with Online Communication Coordinator and IT to redevelop CSS Intranet. ▪ Regularly review intranet content to ensure all material and pages are relevant and up to date and written within CSS standards in consultation with department managers. ▪ Assist in writing and editing internal CSS memos and news flashes to communicate organisational news. 	<ul style="list-style-type: none"> ▪ Quality design and print of Between the Lines maintained. ▪ Clear and timely communication with designers and printers. ▪ Between the Lines distributed within deadline. ▪ All material on the intranet accurate and up-to-date.
<p>Events</p>	<ul style="list-style-type: none"> ▪ Keep informed of current industry events relating to CSS, seeking opportunities to promote CSS services through exhibitions and satchel inserts at conferences and events. ▪ Keep management informed of upcoming industry events through the maintenance of an events calendar to aide in their decision making. ▪ Coordinate the planning and attendance at conferences and events including booking, registration, collating materials, freight, set-up, maintaining a professional presence at event, coordinating post-event follow-up with delegates and reporting back to CSS. ▪ Assist Marketing and Communication team to coordinate annual events run by CSS, including venue, catering, guest lists, speakers, promotion, on-site coordination and reporting. ▪ Managing RSVPs and 	<ul style="list-style-type: none"> ▪ External CSS events are managed within budget, in line with corresponding event plan, logistically well organised and organised with consideration of the identified target market. ▪ All events evaluated to show achievement against strategic objectives (income, attendance, relationship development, leads secured, media coverage, awareness raised) within budget and timelines. ▪ All events evaluated with event reports completed within a week of attendance.

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	registrations for CSS run events.	
Marketing and communications support	<ul style="list-style-type: none"> ▪ Assist to develop & manage the implementation of CSS's public relations & promotional strategies and its services in line with the Marketing plan. ▪ Assist in liaising with designers and suppliers to develop promotional materials such as posters, Annual Report, brochures and CD-ROMs. ▪ Identify and maintain directory listings for all CSS services through the submission of up-to-date profiles to appropriate. ▪ Maintain a production folder with copies of all print and promotional items, including details of design and print. 	<ul style="list-style-type: none"> ▪ All external communication in line with strategic direction delivered by timeline/budget and signed off by GM or CEO. ▪ All databases, logs and folders are updated on a regular basis.

4. DECISION MAKING AUTHORITY

- Nil

5. JOB COMPETENCIES

- Tertiary Marketing or Communications/ Public Relations qualifications.
- High level of organisational skills and the ability to manage multiple tasks simultaneously.
- Highly developed written and oral communication skills and ability to access and use a wide variety of communication methods to achieve optimum impact.
- Experience in marketing or communication role highly regarded.
- Awareness of current health, social and political issues.
- Ability to clearly articulate concepts and ideas in a way that will persuade, convince and influence others.
- Demonstrates tenacity and the ability to persevere to achieve the desired outcome.
- Ability to develop and work with a strategic communications plan.

6. PERSONAL COMPETENCIES

- Ability to work effectively in a team environment and develop and maintain strong relationships internally and externally.
- Meticulous attention to detail with the ability to work autonomously.
- Ability to act quickly, decisively and proactively to grasp opportunities as they arise.

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- Demonstration of integrity and personal credibility and acts in accordance with beliefs, standards or values. Ability to develop rapport with external and internal parties. Follows through with commitments and ensures actions are consistent with words.
- Proactive and flexible, with a track record in developing strong professional relationships.

7. DIMENSIONS & WORKING RELATIONSHIPS

Team Members Supported	<ul style="list-style-type: none"> ▪ No direct reports (at present)
Working Relationships	<ul style="list-style-type: none"> ▪ General Manager- Marketing & Communication – for direction and guidance – immediate reporting ▪ Manager – Marketing & Communication - direction and guidance ▪ Marketing and Communication Coordinator - direction and guidance ▪ Manager – Web Development – collaboration ▪ Online Communications Coordinator - collaboration ▪ Program Leaders – to understand the marketing and communications needs of individual services ▪ Business Development Managers– To understand and support the development of new partnerships and fundraising/sponsorship opportunities ▪ Senior Management Team – collaboration.

8. POSITION DESCRIPTION MAINTENANCE

Reviewed Last:	February 2012
Conducted By:	GM, Marketing & Communication & GM, HR & Administration
Approved By:	GM, Marketing & Communication
Next Review:	February 2013