

Role Title: Community Engagement Officer
Reports To: Operations Manager
Direct Reports: None

ABOUT THE ROLE

This role is responsible for coordinating and delivering engagement activities and communication updates to a diverse range of stakeholders.

The role is to ensure maximum sector awareness and statutory compliance with the *Portable Long Service Leave Act 2024* and to promote the benefits of portable long service leave to the community services sector, involving work performed within the community and in the office.

KEY RELATIONSHIPS

Accountable to the Operations Manager.

KEY ROLE OUTCOMES

1. Develop and maintain a community engagement activity calendar for the promotion of the scheme, detailing the activities to be undertaken throughout each 6 month period (including visits with peak bodies, large employers and other sector associations, attendance at sector events, and regional engagement).
2. Engage and connect with stakeholders (employers, workers, peak bodies, employer associations, employee associations and training associations) to promote scheme awareness and compliance.
3. Administer the website and identify opportunities that improve awareness across the sector of responsibilities associated with the *Portable Long Service Leave Act 2024*.
4. Actively coordinate and deliver communication updates via social media, email and SMS to improve awareness and participation in the scheme.
5. Attend key sector meetings and present the benefits of SA Portable Long Service Leave in a professional manner to the sector (including employer associations, employee associations and training organisations etc).
6. Coordinate and administer the advertising and sponsorship calendar for the organisation including identifying, researching, recommending and reporting on new advertising and sponsorship opportunities.
7. Develop and maintain marketing materials, including presentations, information guides and other promotional resources.
8. Maintain a close understanding of the participants in the sector and the key initiatives being undertaken within the sector.
9. Other duties as directed by the Operations Manager or Chief Executive Officer.

TECHNICAL & PROFESSIONAL KNOWLEDGE

Essential

1. Sound knowledge of contemporary marketing and stakeholder engagement practices across all communication channels including social media, internet and printed media.
2. Sound understanding of the application of legislation and skills in interpreting and explaining complex concepts to third parties.

3. Current unrestricted South Australian driver's license.

COMPETENCIES

1. Excellent interpersonal, verbal and written communication skills including effectively liaising with a wide range of people and key stakeholders under pressure, quickly grasping and assessing concepts and situations and resolving conflict situations.
2. Demonstrated ability to work under limited direction, co-ordinate, multi-task and prioritise work and organise time effectively to meet deadlines.
3. Ability to demonstrate a positive and self-motivated attitude and willingness to embrace a challenge to achieve team and organisation objectives.
4. Demonstrated ability to exercise judgement and initiative where procedures are not clearly defined including resolving problems and providing solutions and advice where appropriate.

EXPERIENCE & QUALIFICATIONS

1. Successful experience in representing an organisation and presenting to large audiences.
2. Demonstrated experience in developing and managing consistently branded social media and website content and messaging including developing marketing and engagement materials.
3. Experience in establishing and administering relevant and effective engagement and/or marketing activities and coordinating and liaising with service providers providing physical and digital materials, verifying that are consistent with branding requirements and deliver clear and suitable messaging.
4. Demonstrated experience in delivering effective customer service and maintaining high level confidentiality in dealing with private and sensitive data.
5. Advanced experience in using the Microsoft Office suite including Word, PowerPoint and Excel and diligently recording customer interactions in business information systems.
6. Proficiency in multiple languages is highly desirable in this position.

ACKNOWLEDGEMENT

I,, acknowledge that I have read, understood, and accept the above and have been given a copy.

.....
Community Engagement Officer

.....
Operations Manager

.....
Date

.....
Date