

POSITION TITLE:	Marketing Assistant
FTE:	0.6 (22.8 hours per week)
CLASSIFICATION:	Band 4.1 SCHADS Level 3
DIVISION:	Corporate Business
PROGRAM:	Marketing & Insights
LOCATION:	Hybrid, in accordance with the Windermere Ways of Working with your primary location being South Eastern Melbourne, including outreach to support consumers. Windermere reserves the right to request you to work at any Windermere location, including our main offices at Narre Warren and Pakenham.
TENURE:	Ongoing
DATE:	January 2025

1. ABOUT WINDERMERE

Windermere is an independent, not for profit community service organisation working across Victoria including key regional locations, to help those who need it most. Established in 1992, our aim remains constant; to build stronger, connected and supported communities.

Working together with our community, we deliver many services through critical partnerships with government to meet our purpose.

We aim to get in early to help children, families and individuals find the best solutions for their varied and complex issues.

Our support comes in many forms with a focus on intervention, prevention and education to make a difference in the areas of:

- 1. Family Wellbeing** by promoting positive behavioural changes, providing parenting supports and responding to violence and/or neglect to achieve safety and stability
- 2. Disability Support** by providing assistance to identify the right supports and goals that matter most to enable people of all abilities to actively participate in their communities
- 3. Development & Early Childhood Education** by delivering accredited quality early childhood and care services and specialist early intervention services to help children reach their full potential
- 4. Victims Assistance** by providing timely and ongoing practical and emotional support for victims of trauma, assault and/or violent crime
- 5. Community Strengthening** by mobilising support services to respond quickly to emergencies, disasters and emergent needs.

We believe that everyone is someone in our community and this is reflected in our approach with those we work with every day.

2. OUR PURPOSE, VISION AND VALUES

Our Purpose:

We get in early to make a difference in the lives of individuals, families and communities.

Our Vision:

A stronger, connected and supported community.

Our Promise:

Our many services working together with you for a better life.

3. KEY RESULT AREAS, RESPONSIBILITIES AND PERFORMANCE MEASURES

Key Result Areas	Responsibilities	Performance Measures
List management and data segmentation	<ul style="list-style-type: none">• Maintain and update email, SMS & mail lists in relevant platforms, including manually updating subscribers for automated workflows such as onboarding• Implementation of data segmentation for all audiences	<ul style="list-style-type: none">• Up to date consumer, staff and referrer lists• Clear, concise and well documented audience segments• Data inconsistencies are flagged with management
Donor CRM maintenance and administration	<ul style="list-style-type: none">• Process all donations• Day to day maintenance of donor database• Managing donor invoices, receipts and recognition in line with guidelines•	<ul style="list-style-type: none">• Timely and accurate receipting of donations• Ensure Greentree database is current and accurate and meets best practice
Branded merchandise	<ul style="list-style-type: none">• Coordinate, source and manage Windermere's branded merchandise in line with budget and brand guidelines• Maintain full inventory of stock on hand items Sourcing branded merchandise suppliers and products in line with our Welcoming & Inclusion Strategy, Windermere values and sustainability in mind	<ul style="list-style-type: none">• In line with branded merch strategy and budget• Up to date inventory list• Regular audits are completed to ensure accuracy and quality control
Supplier liaison	<ul style="list-style-type: none">• Source agency quotations including signage, printing, mailhouse etc.• Maintain an updated preferred supplier contact list	<ul style="list-style-type: none">• In line with relevant budget and project timelines•
Form management, creation and administration	<ul style="list-style-type: none">• Determine the form's layout, structure, and format based on its intended purpose and audience• Generate and/or update forms based on the initial brief and keeping in mind Welcoming & Inclusion Strategy, user experience (UX), target audience and objectives• Integrate forms with relevant databases, CRM systems, or other software applications to automate data entry and processing	<ul style="list-style-type: none">• Forms are created/updated in time and up to expectations of key stakeholders• Forms comply with data privacy, ICT and all Windermere regulations and policies• Errors are identified and corrected in a timely manner through testing and reviews
Tax Appeal, Christmas Cash Appeal & Merry Mission Gift in Kind Campaign	<ul style="list-style-type: none">• Support the facilitation of Windermere Appeals as required• This will include coordinating distribution of gifts during our Merry Mission Gift in Kind Appeal	<ul style="list-style-type: none">• Contribution to appeal success

Measurement	<ul style="list-style-type: none"> • Complete figures in monthly measurement reports (FFS Marketing Scorecard & General Marketing Scorecard) • Assist organisation and M&F team with ad hoc queries and data insights 	<ul style="list-style-type: none"> • Monthly reporting • Monthly tracking of agreed KPIs to improve stakeholder engagement and ROI
Organisational expectations and directives in relation to policies and procedures and the organisation's purpose, vision and values.	<ul style="list-style-type: none"> • Familiarise yourself with and adhere to Windermere's Policies and Procedures, including the Code of Conduct, Human Resources policies and guidelines and Occupational Health and Safety obligations. • Demonstrate dedication and commitment to work in accordance with Windermere's values and behaviours. • Attend prearranged dates scheduled for supervision and organisation wide training, including organisation forums and on line induction and be actively involved in the 6-week induction review, 3 and 6-month probationary reviews and a recurring annual performance review with the relevant supervisor. • Contribute to or participate in Continuous Quality Improvement (CQI) activities of the organisation, and will implement CQI strategies into their work practices. • Meet the challenges of change as it occurs within the service and organisation. • Attend or complete foundation and position specific training courses set by the organisation and attend or complete discretionary training as approved by the supervisor. • Actively assess, manage and where possible mitigate workplace risk including (OH+S), consumer related risk, reputation risk and personal risk. 	<ul style="list-style-type: none"> • Ensure policies, procedures and codes are complied with at all times. • Ensure all interactions are undertaken in accordance with the behaviours set, as outlined in the Code of Conduct. • 100% attendance at performance reviews. • Completion of induction and orientation within set timeframes. • Positively embrace and adopt change as it occurs. • Ensure arrangements are made so that 100% of courses are attended or completed. • Report risk to the appropriate Windermere personnel and utilise current risk management tools and procedures available. • Protect the rights, safety and wellbeing of children and provide a child safe environment.

The employee will be expected to perform other duties outside those set in this position description as directed from time to time which are within the employee's skill, qualification, experience and competence level to meet the organisation's operational needs.

This position description may be amended from time to time at the organisation's discretion. Where there is inconsistency between KPIs in this position description and those within the Organisation Objectives, the Organisation Objectives will stand.

Windermere is committed to creating equitable environments for consumers and employees, this by building diverse and inclusive services and workspaces, where all peoples from Aboriginal & Torres Strait Islander, CALD, LGBTIQ+ Communities

and those living with disability will know and feel accepted, affirmed, safe and celebrated. Windermere is delivering this through the continued development and implementation of our Welcoming and Inclusion Strategy as we seek to provide a diverse workforce at all levels.

4. CAPABILITY FRAMEWORK MAPPING

Our GROW Capability Framework describes the capabilities and associated behaviours expected of Windermere employees to be successful in their role. These capabilities and behaviours are aligned to Windermere’s values and are essential for the delivery of Windermere’s Strategic Plan. GROW gives our workforce of enablers a shared language to describe the capabilities needed to perform work at varying levels across different teams and roles. It sets standards regarding day to day work practices in all areas of workforce management including:

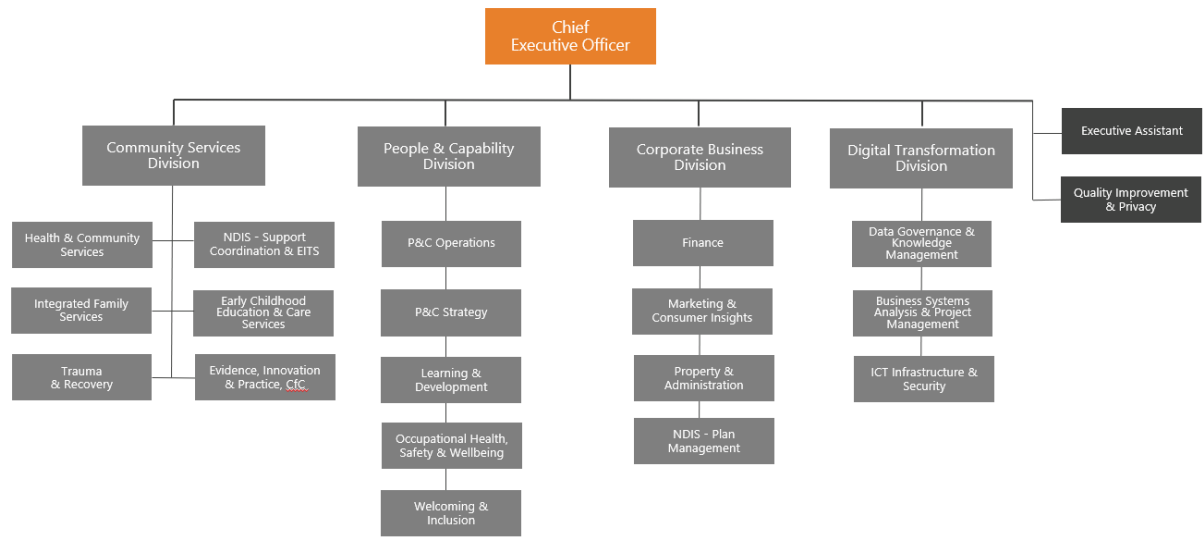
- standardised job design and role descriptions where capability requirements align with the purpose, accountabilities and challenges of a role
- recruitment practices that focus on assessing a person’s capabilities at the level needed for a role
- performance development and coaching practices that help managers and staff to have a clear and common understanding of role expectations and areas for development
- mobility, where common descriptions of role requirements and capabilities help staff move between roles
- learning and development activities aligned to specific capabilities
- career planning conversations and activities that focus on developing capabilities to help staff progress to new roles
- workforce planning by identifying current and future workforce capability needs and gaps

This position has been mapped as follows:

Priority	Capability Group	Proficiency Level
1	Collaboration	Foundation
2	Service Delivery	Foundation
3	Adaptability	Intermediate
4	Innovation & Continuous Improvement	Foundation
5	Leadership	Foundation
6	Vision & Strategic Drive	Foundation

5. ORGANISATIONAL RELATIONSHIPS

Organisational Structure



LINE MANAGER:	Team Leader - Project & Communications
SUPERVISES:	Nil
INTERNAL RELATIONSHIPS:	Services, Corporate Services, Executive Team
EXTERNAL RELATIONSHIPS:	Suppliers, Consumers & Donors

6. KEY SELECTION CRITERIA

- Relevant qualifications in marketing, communications, fundraising, business or administration.
- Strong written and verbal communication skills.
- Excellent attention to detail.
- Demonstrated skills in organisation of time management.
- Capacity to work independently and flexibly.
- Ability to constantly improve and optimise.
- Current Victorian Driver Licence
- Ability to use a computer and all relevant technology.
- Willingness to promote and support practices that are inclusive, culturally responsive, safe and accessible.
- Current Victorian Drivers' Licence
- Willingness to undertake relevant pre-employment screening and checks – including Police Check, Pre-Employment Medical and Working with Children's check
- Right to Work in Australia e.g. Australian Citizen, Permanent Resident or Visa holder with full working rights

7. APPLICATION DETAILS

To maximise your opportunity for employment, it is recommended that you provide the following information:

- Covering application letter briefly addressing the Key Selection Criteria
- Current Resume

I have read this document and agree to undertake the duties and responsibilities listed above.

I acknowledge that:

- The PD is an indication of the duties and responsibilities that I may be required to undertake. Additional or other duties and responsibilities may be allocated to me. Where additional training and support is required to fulfil extra or other duties of a similar level of responsibility, it will be provided within the guidelines of Windermere's Training and Development policy.
- The PD will be reviewed regularly in consultation with me.
- The Key Performance Indicators (KPIs), where included in this document, are indicative. KPIs will be set by the immediate supervisor in discussion with me, for each year (or another set period) and my performance reviewed against those KPIs.

Occupant:

Name: _____

Signature: _____ Date: _____