



Position Title: Marketing and Communications Professional	Entity: Indigo Australasia Inc (Indigo)
Reports to: Marketing and Communications Manager	No of Direct Reports: 0
Industrial Instrument / Job Level: Common Law Contract - Tier 4 Professional	Primary Location: Nedlands
Position Requirements	
<p>Primary Purpose</p> <p>This Marketing and Communication Professional assists with delivery of marketing and communications activities to create a positive profile and increased awareness of Indigo and drive uptake of Indigo services.</p> <p>The position plays an important role in sourcing and developing engaging content to promote brand awareness and grow Indigo’s services; communicate recent activity and achievements; and share the transformative benefits assistive technology can bring to the lives of older people or those with a disability.</p> <p>Reporting to the Marketing and Communications Manager, this position works collaboratively across all areas of Indigo, together with external partners, agencies and stakeholders.</p>	
<p>Key Accountabilities/Responsibilities</p> <p><u>Health Safety Wellbeing & Environment</u></p> <ul style="list-style-type: none"> • Demonstrate leadership in, role model and comply with all health, safety and hygiene policies, systems, and OH&S legislation to maintain an appropriate working environment. • Ensure all incidents, accidents, injuries, hazards or property damage are reported and managed. Identify and implement safety improvements working collaboratively with the Work Health and Safety program. • Contribute to developing and nurturing a culture that supports wellbeing. <p><u>Functional – Marketing and Communications</u></p> <ul style="list-style-type: none"> • Assist with the planning and implementation of communications and marketing strategies that support the strategic direction of the organisation, with a particular focus on increasing brand awareness and lead generation • Create engaging content for marketing and customer communications across multiple media including: newsletter content, video and infographics; marketing collateral and printed materials • Coordinate EDM development and distribution • Manage Indigo’s social media presence and digital campaigns with content planning, publishing and reporting • Maintain Indigo’s website: content planning and updates, audits and optimisation; and liaison with internal stakeholders and external agencies to support website development and enhancements • Work with external agencies and internal stakeholders to support marketing campaign development and delivery • Manage Indigo brand approvals and style guide • Provide general support to the marketing and communications service area <p><u>Strategic</u></p> <ul style="list-style-type: none"> • Contribute to, and demonstrate by example, the vision, mission and values 	

- Maintain a strong network across the industry and relationships with suppliers, regulators, customers and other external stakeholders
- Contribute to the creation and implementation of the Group’s overall long term strategy and annual business plans (i.e. think strategically about the group and the organisation).
- Identify and implement improvement opportunities within the Group and participate in continuous improvement of the wider organisation by recommending sensible changes and communicating issues that may affect the organisation

People & Culture

- Demonstrate collaborative behaviour across the organisation to contribute to ensuring ‘one organisation’ where multifunctional team performance is optimised.
- Participate actively, and work closely and constructively, with colleagues in the leadership team to deliver integrated business outcomes
- Ensure cultural optimisation through engaging in fit-for-purpose cultural programs and embedding these within the Group (initiated via the Brand and People Group)
- Respect and value the diversity of the workforce by helping to prevent and eliminate discrimination in the workplace

Budgeting & Administration

- Develop, manage, and report on functions of responsibility
- Meet revenue (if applicable) and activity based KPI’s
- Ensure delivery of services and support within agreed budgets
- Ensure all operational and administrative processes are undertaken in accordance with established policies and procedures and associated processes are maintained and accessible in appropriate formats and designated locations

Key Performance Indicators & Measures

Indicators of effective performance in the position. KPI’s are to be SMART goals. They are identified in the PDR to be specific to the individual teams and the position in a specified point in time. .

Key Relationships

Key positions or groups with whom the individual will interact to perform the work of the position.

Internal

- Executive team
- Leadership team
- All other teams in the organisation

External

- Corporate customers
- Sector peers/competitors
- Peak bodies
- Government representatives and departments (local, State and Federal)
- Consultants and advisors
- Suppliers and vendors

Key Behaviours

Behavioural competencies or ‘behaviours’ are effectively attributes we display as we carry out our work, and ‘how’. Below identifies **KEY** competencies (**6-12 key to the role**) integral to the success of this position and the organisation. For this job classification level key competencies critical for success will be primarily be in Operational Behaviours.

[Strategic Behaviours](#)

[Leadership Behaviours](#)

[Operational Behaviours](#)

<input type="checkbox"/> Aligning Performance for Success <input type="checkbox"/> Analytical Thinking <input type="checkbox"/> Critical Thinking <input type="checkbox"/> Building Strategic Working Relationships <input type="checkbox"/> Change Management <input checked="" type="checkbox"/> Innovation & Creativity <input type="checkbox"/> Leading through Vision & Values <input type="checkbox"/> Strategic Decision Making	<input checked="" type="checkbox"/> Adaptability <input type="checkbox"/> Building Customer Loyalty <input checked="" type="checkbox"/> Building Partnerships <input type="checkbox"/> Leading the Team – people centric <input type="checkbox"/> Coaching/developing others <input type="checkbox"/> Delegating Responsibility <input type="checkbox"/> Decision Making <input checked="" type="checkbox"/> Information Monitoring <input type="checkbox"/> Influencing /Negotiation <input type="checkbox"/> Managing Conflict <input checked="" type="checkbox"/> Project Management <input checked="" type="checkbox"/> Digital capability <input type="checkbox"/> Business Acumen <input type="checkbox"/> Growth mindset <input type="checkbox"/> Agile Approach <input type="checkbox"/> Stakeholder engagement <input type="checkbox"/> Stress Tolerance/Resilience	<input type="checkbox"/> Applied Continuous Learning <input checked="" type="checkbox"/> Marketing & External Comms <input type="checkbox"/> Build Trust <input checked="" type="checkbox"/> Communication <input type="checkbox"/> Client Liaison <input type="checkbox"/> Demonstrates Initiative <input type="checkbox"/> Energy <input checked="" type="checkbox"/> Formal Presentation <input type="checkbox"/> Gaining Commitment <input type="checkbox"/> Legislative & Industry Standards <input checked="" type="checkbox"/> Organisation & Self -Management <input type="checkbox"/> Quality & Work Standards (including clinical or/ and technical) <input type="checkbox"/> Results Focused <input type="checkbox"/> Safety & Environmental Excellence <input checked="" type="checkbox"/> Teamwork <input type="checkbox"/> Tenacity
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General Assessed

Impact	Technical / Professional Knowledge	Job Fit	Organisational Fit
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Work Related Requirements

Knowledge & Skills (Social, Personal & Technical) & Equipment

The knowledge necessary to effectively perform in the position. Specific skills or equipment that the person needs to be able to use. Personal attributes/qualities that are important to the success of this position

- Demonstrated previous experience in developing and delivering brand, marketing and communications strategies
- Outstanding copywriting skills with strong attention to detail
- Digital experience across websites, electronic newsletters and social media platforms including content planning, campaign development, delivery and reporting
- Excellent computer skills, including Microsoft office. Experience with Adobe Creative Cloud canva and other design or video editing software is desirable
- Capability to build relationships, effectively negotiate and influence others
- Ability to liaise with senior leaders and key stakeholders both internally and externally
- Ability to think and act strategically, exercising sound judgement
- Ability to prioritise and meet deadlines, sometimes working with incomplete information
- Sound understanding of customer relationship management
- Networking, influencing and relationship building skills

Work Experience

The type and extent of previous work experience that is necessary to perform in the position

- Role/s in similar position and/or industry, with exposure to most of the functional areas encompassed by this role – minimum 5 years
- Previous experience in the aged care, disability or not-for-profit sector (desirable)



Clearances, Licences or Registrations						
NDIS Worker Screening <input checked="" type="checkbox"/>	WWC <input type="checkbox"/>	Covid-19 Vaccinations <input checked="" type="checkbox"/>	AHPRA <input type="checkbox"/>	NCCHC <input type="checkbox"/>	Drivers Licence <input checked="" type="checkbox"/>	Other (specify) <input type="checkbox"/>
Qualifications Degree qualification in communications, marketing, public relations or journalism, similar disciplines (or) significant relevant industry and positional experience						
Extent of Authority Authority to act within the scope of your position to perform the objectives and requirements of your position as identified within this Position Description and as directed by your Leader. The extent of the authority may alter from time-to-time at the direction of your Leader.						
Prepared & Approved By: Kate Murray and Lisa Karabin Date Reviewed/Modified: 31/01/2023 *All PDs should be sent to P&C for approval and uploading to sharepoint						
Related Documents: PD Work Instructions, Behaviours Guide						
HR Use Only Risk Assessed Role (NDIS) No, not a risk assessed role Date the role was assessed: 1/02/2022 Assessed By: Lisa Karabin, People & Culture Manager						