

POSITION DESCRIPTION

Date	April 2025
Position Title	Social and Digital Marketing Officer
Reports to (position title)	Senior Marketing and Communications Lead
Department	Office of the CEO

ORGANISATIONAL CONTEXT

bestchance Child Family Care is an independent, not-for-profit, community organisation operating across 35 locations in Victoria and a Head Office in Glen Waverley.

bestchance adopts an innovative and holistic approach to assisting young children and families by integrating a range of specialist family-oriented educational and welfare community services. The range of programs delivered include Early Childhood Education and Care (ECEC), Kindergarten, Child Care, Children's Therapy, Parent and Child Support, Community Support and Cheshire, an independent, specialist primary school for children with social, emotional and learning difficulties.

These programs recognise the early years of a child's life are the most formative and influential and we strive to adhere to the principles of "best practice". This commitment ensures families are at all times respected as the experts on their children and supported in an environment that is strength based and family centred.

bestchance works in partnership with families to manage a number of kindergartens under its Early Years Management Program.

bestchance is committed to implementing and adhering to the Child Safe Standards, including the development and implementation of people practices that reduce the risk of child abuse within the organisation, for which there is zero tolerance.

Health, safety and wellbeing first is an expectation of all. Staff are expected to implement local work instructions and processes aligned to organisational requirements and are accountable for their own safety and the safety of others.

PURPOSE

Providing care, support and education to children, families and communities to reach their full potential.

VISION

Making a real and lasting impact for every child, family and community we support.

VALUES

- Safety Always
- Integrity and Accountability
- Respect and Inclusion
- Innovation and Improvement
- Collaboration and Courage

POSITION PURPOSE

This newly created position is accountable for the development of social and digital marketing content, monitoring and maintenance of social media and digital channels. Responsibilities include planning, creating and publishing social and digital media content, gathering and writing stories for newsletters and website maintenance. The incumbent will demonstrate excellent communication and interpersonal skills, building strong working relationships with key stakeholders and colleagues. This role will support the Senior Marketing and Communications Lead to ensure a consistent and strategic approach to all marketing and communications activities. They will have an eye for a good story, as well as the ability to bring that story to life in a way that resonates with the bestchance community and is aligned with the objectives of the bestchance Marketing and Communications Strategy. A strong understanding of emerging digital technologies is required. Experience managing social media accounts and website content will be advantageous.

PRIMARY OBJECTIVES

- Assist the Senior Marketing and Communications Lead with key deliverables in line with the Marketing and Communications Strategy
- Maintain and monitor the bestchance social and digital media channels (Facebook, Instagram, LinkedIn, website and intranet)
- Plan, prepare and publish content for social and digital media channels, including internal and external e-newsletters
- Assist with website maintenance, ensuring content remains current and requests for changes are addressed in a timely manner
- Liaise with all relevant stakeholders to ensure effective formal and informal communications
- Actively participate in learning and development opportunities
- Undertake other responsibilities, as required

KEY RESULT AREAS AND RESPONSIBILITIES

Marketing and Communications

- Prepare and deliver marketing and information material for social and digital channels
- Develop content for newsletters, annual reports, digital channels (website and social media) and other publications and marketing collateral
- Assist with the ongoing maintenance of the website, ensuring content is regularly reviewed and remains current, engaging and relevant

Stakeholder Management

- Cultivate and maintain strong relationships with internal and external stakeholders, including senior leaders, program leads, frontline staff and external agencies

Continuous Improvement

- Adopt a CI philosophy for all marketing and communication activities
- Monitor feedback to ensure activities deliver desired outcomes

Customer Service

- Ensure a high level of professional customer service standards
- Promote a positive and professional image of bestchance to potential clients, internal and external stakeholders

Organisation

- Maintain knowledge of and adherence to bestchance policies, procedures and practices

KEY SELECTION CRITERIA

Essential

- Two years of experience in a similar role
- Excellent content development skills
- High level of attention to detail and accuracy
- Ability to reflect content style dependent on audience/channel
- Well-developed organisational skills with the ability to prioritise, meet deadlines and attend to multiple tasks
- Ability to engage effectively with a variety of stakeholders
- Initiative and creativity; ability to think outside the box
- Self-motivated, positive and proactive approach to work
- A strong understanding of emerging digital technologies

Desirable

- Experience and knowledge of the early childhood and/or not-for-profit sectors
- Experience managing social media accounts and websites
- Experience developing and delivering online content

REQUIRED EXPERIENCE AND QUALIFICATIONS

- Tertiary qualifications in marketing/communications, or another relevant area
- Relevant experience in marketing and/or communications functions

OTHER

- Current driver's license and access to a reliable vehicle
- Working with Children Check (employee)
- Satisfactory National Police History Check