

## Position Description

<b>Position Title:</b>	Marketing and Communications Specialist
<b>Division:</b>	Engagement
<b>Direct Reports:</b>	N/A

### ABOUT NORTHCOTT:

#### Who is Northcott?

Northcott is a not-for-profit disability service provider that works with customers to realise their potential.

As one of Australia's largest not-for-profit disability service organisations, we provide services from metropolitan and regional locations throughout NSW and the ACT. We have more than 90 years of experience and expertise in the disability service industry.

A registered NDIS provider, we employ approximately 2,600 staff and provide empowering, personalised services to over 13,500 people with disability, their families and carers each year.

#### What do we do?

Northcott provides personalised and dynamic support, delivered by a committed team who will optimise and maximise support and services for every customer.

Our experience and expertise gives confidence to our customers they are in good, trustworthy hands, while our commitment to innovation and pushing boundaries allows us to tackle any challenge currently creating barriers for our customers to reach their potential.

#### What is our promise to each customer?

We will work creatively and relentlessly with each customer to unlock, discover and unleash their potential, supporting and empowering them to be the best they can be now and in the future.

Our customers are not numbers; they are unique individuals. We personalise our services to each customer's current and future needs and goals, every single one, to ensure their development and growth.

As advocates for our customer's inclusion, we will empower them with confidence, choice and opportunity so they can live their life, as they choose, in their own way.

#### Our Values

Our values have always been a significant part of our service to customers and they have helped shape Northcott into the wonderful organisation it is today. We are Innovative because we develop new ideas and solutions with creativity in anticipation of changing needs. We are Respectful because we believe that everyone's voice is unique and that they have the right to be heard. We are Brave because we have the courage to stand up for people with all abilities even in the face of adversity

### KEY OBJECTIVE OF THE SERVICE/DEPARTMENT:

The Marketing & Communications team supports Northcott's purpose by implementing campaigns and activities that achieve market growth, increased brand awareness and new customer acquisition.

		Version: Page 1 of 4
Subject Matter Expert:	Issue Date: Sep 2025	Next Review Date: Sept 2027

Communications activities connect with and keep engaged customers and other stakeholders in order to deepen relationships and connection to Northcott.

### KEY OBJECTIVE OF THE POSITION:

- Plan, execute and measure marketing and communications campaigns and activities to support business growth and generate new customer enquiries
- Develop a clear understanding of target audiences for services and ensure that marketing creative, messaging and channel planning is optimised for the audiences
- Work with internal stakeholders to understand marketing and communications support needs and opportunities
- Collaborate with sales and local teams to ensure alignment across all brand and customer touchpoints
- Implement strategies that help grow Northcott market share including increased brand awareness and promotion of services
- Brief and manage internal and external creatives in the development of campaigns and marketing collateral
- Work with the Digital Marketing Lead to ensure that promotion of Northcott services on owned, earned and paid channels are optimised and effective
- Produce marketing collateral for use by service and sales teams, ensuring messaging is compelling, consistent and on brand
- Develop customer stories for use across Northcott channels, and work with PR agency to secure media coverage for Northcott
- Draft and edit communications copy (e.g. newsletter content, social media posts, website content, customer communications)
- Report on the effectiveness of marketing campaigns and ROI.

### PERSON SPECIFICATIONS (SKILLS & KNOWLEDGE)

- Success in developing and implementing successful marketing campaigns
- Strong understanding of marketing principles and offline and online channels (including web, email, social media)
- Knowledge of the creative process from brief through to production
- Ability to write copy that connects with audiences and inspires action
- Ability to report on campaign and project performance and outcomes
- In-depth knowledge of, or strong interest in, the care or disability sector
- Excellent stakeholder engagement capabilities
- Well organised with strong problem-solving skills.

### ESSENTIAL QUALIFICATIONS & EXPERIENCE REQUIRED

- 3+ years of experience in marketing/communications
- Proven experience of successful delivery of marketing and/or communications projects and campaigns
- Proven experience building and sustaining high value relationships
- Qualifications in marketing, communications or equivalent work experience

		Version:	Page 2 of 4
Subject Matter Expert:	Issue Date: Sep 2025	Next Review Date: Sept 2027	

## DELEGATION LEVEL

- Level 6

## CORE COMPETENCIES OF THE ROLE

### Customer Focus / External Contact

- Understanding of customers that services support
- Knowledge of accessible communications and when different communication methods should be used
- Engage with customers and their support networks such as for stories and campaign involvement
- Works with external partners and suppliers such as designers and photographers.

### Relationship Building

- Builds and nurtures positive relationships with internal stakeholders and partners.

### Problem Solving

- Proactive in finding and presenting solutions to issues and challenges.

### Leadership

- Able to demonstrate leadership behaviours and acts with integrity
- Contributes to a dynamic team culture focused on creativity, innovation and achievement
- Engages with staff at all levels of the organisation.

### Financial Impact

- Implements campaigns that achieve customer acquisition targets.

### Time Impact

- Daily, Weekly and Monthly decision making that ultimately impact on our business
- Makes prompt decisions regarding activities within area of responsibility
- Meet internal and external reporting deadlines.

## DUTIES

The typical duties of this position include:

1. Project manage campaigns and projects and report on outcomes
2. Develop creative briefs for designers, photographers and videographers
3. Write copy that is engaging, on-brand and drives action
4. Ensure messaging about our services is current and applied consistently across all channels
5. Identify opportunities for promotion of services in regions, such as sponsorships, partnerships and paid media
6. Research and produce customer stories that showcase Northcott services
7. Brief PR Agency on media opportunities for promotion of Northcott
8. Meet regularly with operational teams to monitor progress against plans, and provide additional marketing and communications support

		Version: Page 3 of 4
Subject Matter Expert:	Issue Date: Sep 2025	Next Review Date: Sept 2027

9. Monitor and report on competitor activity
10. Comply with, report on and actively participate in Northcott's Safety & Injury Management Procedures and Northcott's WH&S Procedures
11. Be aware of and sensitive to the needs of customers from Aboriginal and Torres Strait Islander or Culturally and Linguistically Diverse backgrounds
12. Work within the framework of the NSW Disability Inclusion Act, National Disability Standards, Privacy Legislation, NDIS Act 2013, NDIS Operational Guidelines and other relevant legislation
13. Adhere to Northcott policies and procedures, in particular, the Code of Conduct and Values.

**This list is indicative only and is subject to change. All Northcott employees are required to comply with any reasonable work requests as directed by their employer from time to time.**

#### **NORTHCOTT POLICY AND PROCEDURES**

All Northcott employees are expected to be familiar with and adhere to Northcott policies and procedures. For more information see your manager or refer to the policy and procedures available on the Northcott Intranet.

\_\_\_\_\_  
Employee's Signature

\_\_\_\_\_  
Employee's Name

\_\_\_\_\_  
Date

**Please forward a signed copy to Human Resources.**

		Version:	Page 4 of 4
Subject Matter Expert:	Issue Date: Sep 2025	Next Review Date: Sept 2027	