

# Marketing Officer Position Description

Position title: [Marketing Officer]  
Classification: [Labour Market Assistance Industry Award, Grade 2]  
Reports to: [ESA Manager]

## About CPL – Choice, Passion, Life

CPL is a leading community support provider across Queensland and Northern New South Wales, partnering with people with disability and their families to create meaningful change.

Through personalised support, specialised guidance and expertise in collaborative decision making, we empower each person to live the life they want at every stage.

We are driven by a deep commitment to understanding our clients' aspirations and turning their vision into reality.

Drawing on decades of experience, we deliver practical, impactful support that makes a real difference – combining our expertise with genuine care to support individuals, families, and communities.

### Our vision

An inclusive society for all people.

### Our purpose

To provide services for people with disability so they can lead the life they choose.

### Our difference

Our attitude is what makes us different. We're hopeful, determinedly enthusiastic and down-to-earth. When it comes to disability, we know one size does not fit all, which is why the CPL team ensure every effort is made to accommodate individual goals and needs.

### Our values

Our values are a promise. A promise of how we will work with each other and with our clients, make decisions and choose to act.

#### Be here

At CPL Group, we love what we do and it shows in the way we choose to “Be here”, contribute our expertise, our time, our energy and our ideas to make a difference. We always work to the best of our abilities to deliver quality services and support, holding ourselves accountable for our behaviours, action and delivering on our commitments.

#### Connect

Having genuine connections with others is what we're all about at CPL Group. We value relationships, we work respectfully, and we always aim to add value in our interactions and find positive win/win solutions.

### Tune in

Everyone has individual needs and may need different solutions; we recognise and respect this at CPL Group. Tuning in means we listen to understand and ask questions for clarity, before we act, which we do with empathy and care.

### Grow

There's always more we can do, which is why we strive for improvement and excellence, continually looking to improve ourselves, our ways of working and the impact we create. We value opportunities to learn and develop because we know personal growth is achieved when we step outside our comfort zone.

### Speak up

We are confident to speak up and share what we have to say at CPL Group. We communicate with respect and honesty, and raise issues so they can be resolved, particularly when it comes to the safety and wellbeing of ourselves and others.

## Position purpose

[To undertake marketing, employer engagement, and individualised client engagement activities as directed by the ESA Manager with the goal of placing people with disability into sustainable long-term employment. ]

To support continuous improvement in the business performance of the business area/service and effectively contribute towards achievement of the organisation's vision and purpose.

### Key responsibilities

- Liaise with employment services staff as directed by the ESA Manager to achieve appropriate outcomes for a caseload of individual clients in Open Employment.
- Achieve documented key performance indicators and provide regular feedback and information in relation to the achievement of those targets to the ESA Manager as required.
- In collaboration with the Client Coordinator, develop, document, and implement high quality marketing strategies, employer development practices and effectively use available resources to generate appropriate employment opportunities for clients and gain an understating of employer needs to build employer relationship and repeat business as required.
- Develop new ways to approach potential employers and encourage their association with ME.
- Identify and present marketing ideas and concepts for campaigns, services, and other innovative approaches that will lead to an ongoing funnel of employment opportunities.
- Maintaining extensive knowledge of the current labour market conditions and vacancy requirements.
- Liaise with ESA Manager and Client Coordinator to negotiate wage subsidy agreements with employers and organise workplace modifications or other supports as required.
- In collaboration with the Client Coordinator and Support Officer, assist clients transition into stable employment.
- In collaboration with other employment services staff, ensure up to date and accurate files and records are maintained, complete all relevant documentation as required and ensure confidentiality of information, in line with CPL, contractual and legislative guidelines.
- Ensure all Inclusive Employment Australia guidelines are being met and all compliance has been completed.

- Develop and maintain a rapport with clients and provide support that will continually improve relationships.
- Communicate employment opportunities to all local employment services staff and job seeking clients. |
- Undertakes other responsibilities as required and directed by manager or delegate.

### **Supplementary responsibilities**

- Embodies CPL Group values in daily work life (see first page).
- Proactively contributes to identifying personal training and development needs and the means to address those needs, to maintain up to date knowledge, skills and abilities which ensure ongoing competence to achieve the required outcomes of the position as it develops.
- Contributes effectively to the promotion of equal opportunity and non-discrimination in the workplace.
- Contributes effectively to the identification, removal and reduction of workplace hazards and risks to ensure a safe and healthy work environment.
- Contributes effectively to the achievement of continuous improvement through adherence to the Quality Management System in all areas within the influence of the position.

### **Key customers**

- |Reports directly to the ESA Manager.
- Accountable to the Mylestones Employment team.
- Liaises internally with local and head office staff, administrative teams, clients, and families.
- Liaises externally with: Government staff and appropriate representatives from funding bodies, other local service providers, the public, suppliers, and contractors. |

### **Selection criteria**

|Applicants must individually address the following criteria in writing to be considered for this position:

- Demonstrated experience in sales and marketing, and experience and/or ability in recruitment, job matching and placement, preferable in the disability sector.
- High-level verbal and written communication skills coupled with the ability to effectively liaise with internal and external stakeholders, including coordinating work colleagues to achieve KPIs.
- Ability to demonstrate consultation, negotiation and problem-solving skills.
- Well-developed organisational and time management skills.
- Experience in working to set targets/KPIs and the ability to focus on outcomes.
- Accurate and effective computer and record keeping skills.
- Ability to represent and promote the corporate values and directions of CPL and Mylestones Employment Services. |

### **Additional requirements**

These do not need to be addressed in selection criteria but must be included in application:

- |Current 'C' class driver's licence.
- A Working with Children Check, Blue Card in Queensland, or a Working with Children Check in New South Wales.

- NDIS Worker Screening Check issued by the NDIS Quality and Safeguards Commission.
- Criminal History Check.
- Current Apply First Aid (or Mental Health Aid) and CPR Qualifications, or willingness to obtain these as required. |