



Position:	Marketing and Communications Officer
Reports to:	Marketing and Communications Manager
Direct Reports:	N/A
Location:	Windsor Qld, or as directed
Award:	Social, Community, Home Care and Disability Services Industry Award 2010
Classification:	Social and Community Services Level 4
Financial Delegation:	N/A

OUR VALUES

Mamre is a values-based organisation that works with people to plan and build rich, meaningful, and inclusive lives. Our mission is to create a world where everyone is encouraged and supported to live the life they choose. We create good lives together.

Hospitality	We welcome people with warmth, respect, and dignity.
Community	We celebrate our diverse community and build healthy relationships that provide a sense of belonging.
Simplicity	We keep things simple and easy to understand.
Justice	We ensure others are treated justly, fairly, and equally.
Integrity	Our words and actions are aligned. We are honest and transparent.

At Mamre, we all contribute towards a healthy workplace culture by aligning our behaviour to the organisational values.

OUR VISION

A world where all people are encouraged and supported to live the lives they choose.

OUR PURPOSE

Creating good lives together.

OUR FOUR STRATEGIC PILLARS

- Values, culture and community.
- Growth and sustainability.
- Accountability, compliance and impact.
- People.

ROLE PURPOSE

As Marketing and Communications Officer, you'll be a vital part of a supportive, creative and high-performing team. This role plans, develops and implements marketing and communication activities across digital and traditional channels to build the Mamre brand and promote our services and programs.

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

- Developing, implementing, and analysing marketing campaigns and always-on activities across owned, earned and paid channels
- Creating and distributing traditional and digital communication materials including media releases, news stories, brochures, eDMs, social media and web content
- Contributing to reporting activities
- Ensuring all marketing collateral and assets are aligned to the brand guidelines and key messages, and consistent with Mamre strategy, values and vision
- Providing support in managing internal marketing requests
- Forming collaborative working relationships with the broader Mamre team to identify opportunities and leverage initiatives
- Liaising with key stakeholders and partners to grow brand awareness, consideration and utilisation of services and programs
- Identifying opportunities to support the marketing team and implement new systems and processes to improve efficiencies and effectiveness
- Assisting with events, community engagement, fundraising and grant applications
- Other tasks as required by the Marketing and Communications Manager.

By working at Mamre you agree to:

- Personify Mamre's values daily in all experiences and interactions with supported people, their families and the Mamre community.
- Contribute towards a healthy workplace culture by aligning behaviour to the organisational values.
- Be a positive Mamre representative.
- Communicate in an accessible way as appropriate for the individual.
- Support active decision making and informed choice for supported people.
- Proactively contribute to identifying personal training and development needs.
- Contribute effectively to the identification, removal and reduction of workplace risks and hazards to ensure a safe and healthy work environment.
- Promote equal opportunity, inclusion and non-discrimination in the workplace.
- Respond sensitively to various cultures, diversity, values and beliefs.
- Contribute effectively to continuous improvement by following Mamre policy and procedures in all areas within the influence of the position.
- Perform other duties as directed when appropriate to the level of this position and within the limits of your skills and experience.

KEY CAPABILITIES REQUIRED (eg: knowledge, skills, attributes and experience)

Essential:

- Minimum three years' experience in marketing and communications, with demonstrable success in a similar role
- A track record in successfully delivering traditional and digital marketing campaigns, activities, and initiatives

- Proficiency with social media platforms including Facebook, Instagram, LinkedIn and YouTube
- Proficiency with digital communications software and platforms and their use in integrated marketing campaigns
- Strong verbal, written and interpersonal communication skills, with the ability to create engaging content for a range of audiences
- Ability to proofread for grammar, spelling and punctuation with a high level of attention to detail
- Excellent stakeholder management and community engagement skills
- Ability to convey complex information and connect with various audiences
- Ability to understand analytical data and translate these into insights
- Demonstrated initiative and problem-solving ability
- Strong organisational skills with the ability to effectively manage multiple tasks simultaneously, prioritise own workload and manage competing demands, and meet competing deadlines
- Demonstrated integrity and ability to work transparently
- Strong relationship building skills
- Flexible, adaptable and a commitment to achieving results
- Ability to work independently and as a team member
- Willing and able to work occasionally outside work hours to support events
- Affinity with non-profit organisations and respect for their philosophy and values.

Desirable:

- Knowledge of and experience of working in the not-for-profit or community sector
- Experience in search engine marketing and social media advertising
- Understanding of search engine optimisation
- Graphic design experience (eg Canva).

QUALIFICATIONS/LICENCES/CERTIFICATIONS

Essential:

- Tertiary qualification in marketing, communications or related area, or combination of significant relevant experience and/or education/training, plus demonstrated knowledge competence/experience
- Current Blue Card and Yellow Card/NDIS Worker Screening Card
- NDIS Worker Orientation Module Certificate (Mamre will assist successful applicants to acquire this)
- COVID-19 Vaccination Certificate.

Desirable:

- Current QLD Drivers Licence.

KEY RELATIONSHIPS

- Internal:** CEO, Executive Leadership Team, existing customers, Finance, Operations, Allied Health and Support Coordination staff.
- External:** Agencies, government departments, industry bodies, networking groups, NDIS participants, service providers, support coordinators and the wider community.

POLICIES AND WORKPLACE PRACTICES

All Mamre Association Inc employees are required to acquaint themselves with the organisation's policies and procedures and to always abide by them.

ACKNOWLEDGMENT AND ACCEPTANCE

I have reviewed and discussed this position description with my manager.
I understand what is required of me in my role at Mamre.