

Position description

Title	Communications Officer					
Manual	Section	Reference	Pages			Date
HR	01	02	1	of	4	09.08.2017

Attachments

Person Specification

Position purpose

The Communications Officer is responsible for coordinating marketing projects and developing marketing materials for CBB and for CBB's fee-for-service marketing consultancy clients.

The focus is on developing marketing initiatives that increase market awareness of CBB and support sales revenue, on delivering accurate and timely communications to CBB customers and on providing design, content and digital services to CBB's marketing consulting clients.

This is a vital role in ensuring CBB's marketing communications are delivered on brand, within budget and on time, by creating high quality marketing communications for internal and external clients.

This role is to be carried out in adherence to the core values of CBB and has a strong focus on continuous improvement and quality customer service.

Reporting/working relationship

The Communications Officer reports to the General Manager for Consulting and Business Services.

The Communications Officer works closely with internal marketing colleagues and CBB consultants. This position liaises with external clients and with staff in all relevant roles within CBB to achieve good external and internal customer service.

Directly manages

Where necessary, the Communications Officer may be required to delegate to internal colleagues and sub-contractors.

Essential position results

The key functions of the Communications Officer role are:

- **Digital media management**, including:
 - Proactive management and improvement of CBB's online presence across multiple channels
 - Scheduling, designing and gathering content, and distribution of CBB's email communications and email marketing campaigns
 - Continuous improvement of the CBB website, including identifying and scoping new developments and improvements, and maintaining up to date and relevant content
 - Management of CBB's social media pages, including managing posts and maintaining up to date and relevant content
 - Training for CBB staff in enterprise-use digital solutions
 - Using analytical and reporting tools to assess the effectiveness of CBB's marketing activities and inform future strategy

- Delivery of digital media projects and training for CBB's consulting clients, with ongoing digital media management for some clients
- **Visual design and brand management**, including:
 - Design of digital templates for CBB documents, presentations etc
 - Design of banners and graphics for the CBB website and other digital marketing platforms
 - Design of email signature banners
 - Ensuring the visual integrity of the CBB brand
 - Providing high quality design services for CBB consulting clients, for both digital and traditional media
 - Providing training to client organisations to facilitate implementation and sustainable self-management of consulting deliverables
- **Content creation**, including design and content:
 - Scheduling, designing, gathering content and project management of the production and printing of the CBB Annual Report and any other ad hoc reports produced by CBB
 - Design and project management of the production of CBB marketing collateral including, but not limited to, posters, brochures, flyers, banners, signage and marketing gifts
 - Creating high quality marketing content for marketing consulting clients, working to briefs provided by CBB's marketing consultants. This may include participating in client scoping and project management meetings
 - Developing and publishing content for CBB consulting clients, for example articles, social media posts, email and printed newsletters, brochures and flyers
 - Providing training to client organisations to strengthen content creation capability
- **Administration**
 - Maintaining appropriate tracking and reporting mechanisms to reliably and accurately report on the success of marketing initiatives and identify trends for CBB and for CBB's consulting clients
 - Assisting with conducting relevant market research and analysis, compiling industry statistics and demographics
 - Managing own hours within budgets to ensure CBB profitability
 - Keeping accurate timesheets.
 - Contributing to invoicing and billing where requested.
 - Contributing to the improvement of processes and procedures.

Key performance indicators

- Proactive contribution to initiatives and projects as appropriate
- Meeting billing targets and performing consulting work within the allocated number of hours
- Consistently meeting deadlines for the completion of deliverables for CBB and for our clients
- Accurate and up-to-date recording of time and project progress
- Professional liaison with clients and internal stakeholders and correct interpretation and application of their requirements
- Producing deliverables of a high quality that represent CBB's brand and value and positively reflect upon CBB

CBB behaviours

All staff are required to demonstrate the following behaviours in the workplace.

- Relating to others:
 - adapting to differences
 - displaying professional behaviour in the workplace
 - being sensitive to others

- Self-management:
 - open to feedback
 - lifelong learner
 - respectful
 - trustworthy
 - shows composure

WHS

- Maintains healthy and safe workplace practices by ensuring the work area is free from hazards, office equipment is maintained in a safe working order and adhering to occupational health and safety policies and procedures.

Cultural diversity and equal opportunity

- Maintains a culturally aware and sensitive profile with the client base of CBB by adhering to the CBB values and contributing to staff development, knowledge and understanding of cultural diversity.

Special conditions

- 0.8 to full time available
- Time off in lieu will be available
- Vehicle cost reimbursement will be provided
- Must have current driver's licence
- Must be prepared to work outside normal business hours
- Must be prepared to undertake interstate and intrastate travel if required
- Appointee will be required to provide satisfactory police check prior to final confirmation of appointment.

POSITION DESCRIPTION REVIEW

This position description is to be reviewed on or before August 2019
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SIGNED
Employee

DATE...../...../.....

SIGNED .. 
General Manager, Consulting and Business Services

DATE 28/08/2017

Title	Communications Officer
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Personal skills and abilities

1. An excellent communicator with exemplary written and verbal skills
2. Can take the lead on interacting with clients and colleagues, and build effective internal and external working relationships, at all levels of the organisation
3. Self-motivated and able to work independently, managing own time and a complex workload of competing priorities, as well as working effectively as a member of a team with shared tasks
4. The ability to think 'outside the square' – creative, innovative and adaptable
5. Analytical and problem solving skills, with a strong attention to detail
6. Professionalism and personal style in keeping with the culture and values of CBB and the sector, and with CBB behaviours

Knowledge and experience - essential

1. Demonstrated experience in a wide range of communication disciplines, especially graphic design and digital marketing communications, with a focus on effective, targeted communications that drive a direct audience response
2. Appropriate experience and knowledge of relevant website, design and marketing tools including Adobe Creative Suite, Photoshop, desk top publishing, MailChimp, Survey Monkey, and social media platforms
3. Ability to produce creative concepts and design
4. Experience in designing publications to market products and services
5. Strong knowledge of website analytics and SEO and the ability to proactively manage digital media platforms including websites (using WordPress) and social media
6. High level proficiency in Microsoft Office products including Word, PowerPoint and Excel
7. Good understanding of the not for profit sector
8. Knowledge of digital and print media to a modern, best practice standard

Educational qualifications

- Tertiary qualifications in marketing, design, communication or a relevant discipline
- Must be prepared to undertake continuous professional development to stay up to date

Desirable requirements

- Experience delivering marketing communications in a business to business or professional services environment, and/or in the not for profit sector
- HTML and coding experience