

Position Description

Position Requirements

Position:	Marketing Officer
Position #:	
Classification:	SCHADS Awards, SACS Level 3
Site:	South Morang
Reports to:	Marketing and Communications Manager

Position Summary – Primary Purpose

The Marketing Officer plays a key role in implementing ADEC's marketing activities and supporting the organisation's growth objectives across disability, aged care, plan management, and community programs.

Working closely with the Marketing & Communications Manager (MCM), the Marketing Officer delivers high-quality digital and print content, supports organisational campaigns, ensures brand consistency, manages digital channels, and contributes to evidence-based marketing insights.

This role is essential in ensuring ADEC reaches CALD communities, strengthens service visibility, and supports lead generation and strategic organisational priorities.

Organisational Environment

ADEC, a state-wide Victorian not-for-profit organisation established in 1985, advocates for and assists people from diverse cultural backgrounds with disabilities, as well as their families and carers, and older people in need of support. ADEC exists to empower people, fight inequality, nurture community cohesion, and advocate for the full inclusion of the people we serve within broader society.

ADEC provides advocacy services, capacity building programs for people with disabilities, community Aged Care services, Plan Management (NDIS), NDIS Appeals, and direct personal and domestic care support services. ADEC also actively participates in systemic advocacy and collaborative activity in support of more effective and inclusive disability and aged care sectors. ADEC currently serves around 1700 clients with around 120 staff.

Role Accountabilities (Key Result Areas)

KRA 1: Marketing Strategy Implementation

Support the delivery of organizationally aligned marketing strategies and growth priorities.

- Implement ADEC's annual marketing strategy and contribute ideas for continuous improvement.
- Assist in developing campaign plans aligned to the organization's growth targets in aged care, NDIS, advocacy, community development, and new services.
- Support the MCM to manage the marketing budget by coordinating quotes, vendors, and procurement of marketing assets.

- Design and produce marketing collateral (digital and print), including fact sheets, brochures, infographics, presentations, client kits, promotional packs, etc.
- Track campaign performance and contribute to monthly reporting, insights, and recommendations.
- Support the development of a positive, values-aligned team culture and uphold ADEC's brand and communication standards.

KRA 2: Digital Content & Communications

Maintain a strong digital presence that reflects ADEC's values, multicultural focus, and accessibility standards.

- Manage day-to-day content updates, social media engagement/interaction, website queries, and form submissions, across ADEC's website and social media platforms. Assist in developing a monthly content calendar for all communication.
- Produce culturally sensitive, inclusive, and accessible content tailored to diverse audiences.
- Ensure all digital content complies with accessibility standards (WCAG 2.1), CALD communication considerations, translation into key languages where necessary, and ADEC branding.
- Manage SEO optimization, PPC (Google Ads), and web analytics to increase visibility and lead generation. Lead generation analytics, reporting, and follow-up expected.
- Develop, write, and schedule content for external and internal newsletters, eDMs, blogs, social media, website, and campaigns, etc.
- Maintain briefing packs, presentations, and other resources for an ADEC information service or onboarding of external contractors.
- Monitor engagement performance and propose improvements to digital communication strategies.
- Ability to travel to client locations to conduct interviews and convert insights into high-quality marketing collateral and management presentations.

KRA 3: Project Leadership (to name a few projects: Web, Digital & Intranet Projects)

Support the delivery of digital transformation and web development projects.

- Assist in continuous development/upgrade of the ADEC website and Intranet (SharePoint), ensuring testing, content accuracy, and usability.
- Coordinate with digital marketing contractors, web developers, hosting contractors, and designers to ensure project milestones are achieved.
- Maintain web quality assurance through content checks, testing, and user feedback collection.
- Support internal staff onboarding and training for SharePoint, digital templates, and web updates as required.

KRA 4: Growth & Viability (Lead Generation for HCP & PM (in particular) and other ADEC services overall)

Support business growth across Home Care Packages (HCP), Plan Management (PM), and other services.

- Execute targeted marketing initiatives to generate leads and increase brand awareness for HCP, PM, and other priority programs.
- Create community-facing content, flyers, promotional campaigns, and culturally tailored materials for outreach. Translate content into other key languages where needed.
- Support the setup and delivery of marketing activities for expos, community events, trade fairs, and partnership opportunities.
- Maintain strong relationships with CALD communities, community organisations, referrers, and local stakeholders.
- Track lead indicators, produce marketing intelligence reports, and provide insights to inform decision-making.

KRA 5: Strategic Enablement (Research & Business Intelligence)

Deliver accurate, timely marketing insights to support strategic decision-making.

- Conduct regular market scans (including competitor activity, sector trends, policy changes, and client needs) and deliver insights reports to leadership.
- Maintain an updated stakeholder and competitor dashboard.
- Analyze digital analytics, campaign data, lead performance, and customer feedback.
- Prepare dashboards and reports to support service growth strategies.
- Contribute to planning activities, strategic reviews, and organization-wide reporting.

Other Role Responsibilities

General Marketing & Engagement

- Represent ADEC at community events, expos, and forums.
- Assist with photography, videography, and content capture for marketing use. Execute photo and video recording and editing.
- Manage asset libraries, brand templates, and content calendars.
- Undertake specific projects as directed by the MCM.

Internal Collaboration

- Work closely with program teams to ensure accurate promotion of their services and assist where necessary.
- Provide guidance to staff on brand usage, messaging, and communication best practices.

Administrative Responsibilities

- Maintain accountability data, expense, and records as required.
- Complete reports, meeting minutes, and compliance tasks.
- Complete all assigned training on time.
- Other duties as assigned.

ADEC Team Member Accountabilities

Teamwork, Culture & Values

Encourage open communication, mutual respect, and a shared commitment that contributes to employee satisfaction, engagement, and the overall success of the organisation. Key elements include:

- Ensuring clear communication.
- Building mutual trust through respect, openness, and transparency.

- Working collaboratively on shared responsibilities.
- Working to maintain a supportive environment that encourages staff ideas and feedback.
- Role modelling, reinforcing ADEC's values to create a positive and inclusive office culture.

Workplace Health and Safety

Understanding the importance of creating a safe working environment and encouraging responsibility for health and safety among employees. Key elements include:

- Identifying potential hazards and removing the hazard or raising this as a concern
- Making suggestions for the improvement of safety and wellbeing in the workplace.
- Assessing risks associated with tasks and equipment.
- Fulfilling safety roles, such as Fire Warden, First Aid Officer, or Health and Safety Representative if nominated.
- Encouraging employee involvement in decision making about safety matters.
- Adhering to policies and procedures based on industry best practices.
- Promoting a culture of safety through awareness.

Quality & Risk Management

Consistently deliver high quality service that satisfies both internal and external stakeholders. This involves:

- Implementation of, and adherence to, quality policies and processes.
- Contributing to continuous improvement through ideas and initiatives.
- Complying with industry specific standards and regulatory requirements.
- Actively listening to customers and other team members and creatively solving improvement issues.
- Being aware of, identifying, and reporting potential risks that could affect the organisation's operations and goals.

Key Selection Criteria

Qualifications & Experience

- Bachelor's degree (or higher) in marketing, communications, business, or a related field.
- Minimum of three years' experience in marketing, digital communications, or a comparable role.
- Experience working within not-for-profit, disability, aged care, or multicultural organisations (highly desirable).
- Proficiency in a second language (desirable).

Technical Skills

- Demonstrated ability to develop professional marketing content and manage digital platforms, including website CMS, intranet, SEO, PPC, direct mail, print and electronic advertising, graphic design, video and photo editing, content creation, and translation of content where required.
- Strong understanding of social media and communication channels, with proven experience managing accounts and engaging diverse audiences.
- Proven ability to analyse marketing data, produce insights, and identify lead indicators to support organisational growth.
- Ability to use electronic data collection, CRM, analytics, and reporting systems.
- Excellent project management skills, with experience coordinating multiple tasks and stakeholders.

Communication & Interpersonal Skills

- High level of written, oral, and negotiation skills, with the ability to create accessible, inclusive, and culturally sensitive content.
- Capacity to work effectively with people from diverse backgrounds, including people with disability, ethnic communities, service providers, and funding bodies.
- Ability to work collaboratively within a multidisciplinary team and coordinate activities across programs.
- Ability to travel to client locations to conduct interviews and convert insights into high-quality marketing collateral and management presentations.

Professional Attributes

- High attention to detail, accuracy, and strong time management skills.
- Demonstrated commitment to ongoing professional development and staying current with emerging marketing trends, technologies, and best practices.
- Alignment with ADEC's philosophy of bridge building, integration, and empowerment, and an ability to reflect these principles in service delivery.

Compliance Requirements

- Valid Victorian driver's licence.
- Current NDIS Worker Screening Check, National Police Check, and Working with Children Check.
- Full working rights in Australia.

Mandatory Compliance:

- Must have a clear NDIS Worker Screening Check
- Must have a clear National Police Check
- Must have a valid Working with Children Check
- Must hold a current Victorian Driver's License
- Must have evidence of the right to work in Australia.

ADEC is an inclusive employer and values the contribution of people with disabilities to our workplace.