



POSITION TITLE	Senior Brand Manager – Karitane National Programs
DEPARTMENT	Marketing
OPERATIONAL BASE:	Carramar
STATUS:	Temporary Part-time 24 hours p/week to June 30, 2024
VACCINATION CATEGORY:	A (including full COVID-19 Vaccination)
RESPONSIBLE TO:	Karitane Marketing and Communications Manager
INDUSTRIAL AWARD	Health Services Manager, Level 2
KEY WORK RELATIONSHIPS	Consortium members/external consultants & agencies/Implementation & navigation teams/Executive/ National Program Director/Executive Project Officer

CONDITIONS OF EMPLOYMENT

Temporary part-time role in accordance with The Named NSW (Non-Declared) Affiliated Health Organisations' Health Employees Agreement - Health Services Manager Level 2. The majority of Karitane's services close for two weeks over the Christmas/New Year period, during which time employees are required to take leave. Karitane services are provided at a number of sites across NSW.

Karitane supports a smoke free environment including grounds, buildings and vehicles. Applicants will have a commitment to EEO & WHS Policies, ethical practice and the principles of cultural diversity. Relevant Criminal History, Working with Children's Check, Apprehended Violence Orders and prior employment checks, including relevant disciplinary proceedings, will be conducted on recommended applicants. Karitane is a Child Safe organisation. All Karitane employees are required to complete a 'Working with Children Check' and comply with Karitane's Child Safe Code of Conduct.

KEY SELECTION CRITERIA:

1. University degree in Marketing or a related field with significant hands-on experience working as a brand or marketing manager ideally within a similar industry.
2. Demonstrate the analytical skills to resolve highly complex problems requiring the application of marketing principles, theories and concepts.
3. Demonstrated high level written, verbal and interpersonal communication skills with the ability to exercise sound judgement with demonstrated ability to communicate, network and consult effectively with members of the community, community groups, health professionals, health interest groups, corporate and government agencies
4. Solid ability to establish and maintain stakeholder relationships, inclusive of community and internal working relationships.
5. Meticulous with strict attention to detail in all tasks

6. High level of competency with Microsoft Office, Adobe Creative Suite (InDesign and Photoshop), WordPress and MailChimp.
7. Photography and video/editing skills.
8. Outstanding influencing, negotiating and problem-solving skills.
9. Experience with social media (Facebook, LinkedIn, Twitter) with excellent digital campaign management skills (google, SM and MailChimp or similar platforms).
10. Strong website management skills and demonstrated experience with the development in the digital landscape inclusive of social media, development of an online presence, management of a website and Google Analytics.

ABOUT US

Karitane is a dynamic and innovative not for profit health organisation and registered charity providing early parenting services. We support families with children from birth to 5 years of age through building parenting capacity, enhancing parent child relationships and strengthening a family's connections with supports in their community. Karitane have been a leading provider of parenting services since 1923 and are approaching our Centenary. Our services are evidence based and delivered by a caring and highly trained professional team of child and family health nurses, paediatricians, social workers, psychologists and psychiatrists offering complete, holistic care.

OUR CARE

Karitane staff provide safe, effective, family-centred quality care consistent with the organisation's mission, philosophy, values and standards of care, and adhere to the Professional Code of Conduct.

OUR VISION

Leaders in early parenting services that empower families and children to be confident, safe and resilient.

OUR MISSION

To provide accessible, evidence-based services that support families to parent confidently. Through research, advocacy and collaboration we promote excellence in our care across a diverse community.

OUR VALUES

- **Respect - Our Relationships**

Our relationships are characterised by respect, support and a recognition of the value of every individual. Each family & child, colleague and care partner is important to us. We value our diverse backgrounds and professional approaches that contribute equally to Karitane's success in providing care.

- **Innovation –Our Future Focus**

We commit to creative and innovative approaches to our work informed by ongoing research, increasing knowledge, evidence-based practice and contemporary approaches to care. We seek new opportunities for delivering services that are sustainable and transforming for the families we serve.

- **Collaboration - Our Partnership Approach**

We seek to collaborate with our families, our colleagues and care partners to achieve our purpose. We build our partnerships through effective teamwork, shared decision making, our caring and supportive approach and appropriate and timely communication.

- **Excellence - Our Standard**

We strive for excellence in our work supported by effective leadership, professional, transparent and accountable practices, cultural awareness and a commitment to continuous learning.

SUPPORTING OUR PEOPLE

Karitane is a family-friendly, flexible workplace with a strong culture of success that reflects our values of innovation, excellence, respect and collaboration. We are a passionate, dynamic and highly engaged team making a difference to families' lives. We support each other and provide excellent professional development opportunities. We offer a comprehensive well-being support package, Employee Assistant Program, Perkbox reward & recognition program and discounted gym membership. If you come from NSW Ministry of Health or other affiliated health organizations you can transfer your leave entitlements to Karitane.

RESPONSIBILITIES

KEY PERFORMANCE AREAS FOR THIS POSITION:

PROFESSIONAL

Duties:

Marketing

- Developing the marketing strategy for national programs in line with brand guidelines and service objectives.
- Managing all national marketing activities for national programs within budget.
- Develop and deliver the annual operational plan for national programs marketing, promotional and communication activities.
- Use of analytics to develop insight lead marketing initiatives.
- Overall responsibility for brand management and identity, use of organisation logos etc.
- Creating all marketing material in line with brand guidelines.
- Increasing national programs profile across different channels including print, online, social media and partnerships.
- Provide advice to the Marketing Manager, Service Director, CEO, staff and stakeholders on all matters pertaining to Communications, Corporate Image, PR and community engagement.

Website

- Maintain, update and manage the ongoing development of the organisation's website.
- Be the point of contact of partner feedback and updates on the website.
- Support Marketing Manager and liaise with web developer for improvements.
- Manage search engine optimisation on key pages and social media.

- **Social Media**
- Manage social media platforms and media relationships.
- Manage all social media platforms for national programs developing content to build audience reach and engagement. Develop and manage paid ads.
- Develop and embed Social Media guidelines, working with the marketing and clinical teams across partner organisations developing engaging rich content.
- Develop a weekly schedule of social media posts finalising each month no later than the second Monday of the month prior for review and approval.
- Review Facebook/Insta/LinkedIn/Twitter/Website analytics for monthly highlights, learnings/opportunities for improvement and insights to apply to strategy.

- **Media Management and Liaison**
- Consult with the Commonwealth Department of Health regarding media and marketing advice.
- Work with Marketing Manager to develop opportunities for ForWhen & Connecting the Dots and other emerging National Programs in media and develop and coordinate news pieces.
- Develop and produce media releases as required.

- **Stakeholder Relationships**
- Lead national consortium of service providers to implement national brand plans as well as develop multi state/territory-based marketing plans.
- Ensure accurate and timely communication to all key stakeholders.
- Maintaining effective internal communications to ensure that all relevant teams/ services are kept informed.
- Overseeing the management of other key relationships for marketing including relationships with supporters, suppliers, community, service and licensed clubs and business/corporate groups and stakeholders
- Analysing potential strategic partner relationships for company marketing.
- Promoting ForWhen/ Connecting the Dots and other National programs and their various services in the media and within the local community.

- **Publications and promotion**
- Oversee the development, coordination and editing of brochures or promotional material as required in liaison with content experts.
- Provide consultancy service for national programs staff and partner organisations, requiring advice on production of publications & print materials.
- Planning and implementing promotional campaigns.
- Preparing online and print marketing campaigns.
- Monitoring and reporting on effectiveness of marketing communications.
- Work collaboratively with national programs partner organisations to identify strengths and assist with future brand development.

- **Other**
- Carry out such responsibilities consistent with the relevant award or terms of employment as may be

directed or implied from time to time.

- Liaise/consultation with Karitane staff, community and other key stake holders to develop promotional strategies

ORGANISATIONAL

- Participate in the smooth operation of Karitane in accordance with the mission statement and business plan

UNIVERSAL STATEMENT OF OBLIGATIONS

EDUCATION AND PROFESSIONAL DEVELOPMENT

- Identifying knowledge deficits and pursue appropriate continuing education and clinical updating.
- Attend mandatory education in Fire, Manual Handling and any other training courses specified by management which will enhance personal development and productivity requirements.
- Recognise and respond to the need for accurate health promotional information for clients, visitors and other members of staff.

CLINICAL AND/OR CORPORATE GOVERNANCE

- Identifying the needs of clients, visitors and where possible adapt services to meet those needs.
- Understand the accreditation processes within Karitane and participate in the implementation of improvement strategies.

CODE OF CONDUCT

- Adhere to the NSW Ministry of Health and SWSLHD professional Code of Conduct and Ethics.
- Demonstrate accountability and ethical behaviour in the performance of all duties.
- Respect the physical, emotional, social and spiritual needs of the client and their carers, including their right to be involved in decision-making affecting their health care.
- Report any suspected cases of child neglect or abuse to immediate manager.
- Be aware of medico/legal responsibilities.
- Maintain confidentiality and privacy at all times.
- Report suspected or actual; fraud associated with the workplace.

WORK HEALTH & SAFETY, SECURITY AND FIRE SAFETY:-

- Maintain a current driver's licence and provide a photocopy of same at annual performance appraisals.
- Adhere to Karitane's Work Health and Safety policy and procedures.
- Commitment to and understanding of NSW Health Smoke Free- free Health Care Policy
- Assist with the security of the building through the correct handling of keys.
- Report any damage or repairs required to buildings, furniture and equipment to the appropriate supervisor so that repairs can be arranged.
- Adhere to Karitane's procedures for 'Risk Management' of identified risks.
- Ensure all office equipment and lighting is turned off and work area is secure before leaving each day.

- Attend education sessions regarding WHS, security & fire safety.
- Follow the protocols for Incident Management & Reporting.
- Participate in security risk identification/assessment & report any suspicious occurrences/ potential for aggressive episodes.
- Assist management in the creation and maintenance of a 'zero tolerance zone' where staff and clients can enjoy an environment in which violence and verbal abuse is not tolerated.

EQUAL EMPLOYMENT OPPORTUNITY, CULTURAL DIVERSITY AND ANTIDISCRIMINATION

- Be aware of and act within the bounds of the EEO Policy of SWSLHD.
- Be aware of and act within the bounds of the Anti-Discrimination policy of SWSLHD.
- Respond positively to the cultural beliefs and practices of clients, visitors and other staff members.
- Be actively involved in the optimizing service provision to people of Non English Speaking Backgrounds and Aboriginal and Torres Strait Islander backgrounds.
- Harassment will not be tolerated in any form, ie behaviour, verbal or physical, which is unwelcome, persistent and/or offensive.

PERFORMANCE MANAGEMENT

Performance appraisal will be carried out at three months and then annually with the Marketing Manager.

EXIT INTERVIEWS

Participate in an Exit interview on termination.

Employees Declaration

I have read this position description, I understand the position requirements and position demands checklist (attached) and agree that I can fulfill these requirements to the standards outlined.

I am not aware of any reason, which might interfere with my ability to perform the inherent position requirements and position demands of this position.

I am aware that my ongoing employment will be subject to my continued compliance with the relevant NSW Health policy directive/s concerning Immunisation Compliance, Occupational Assessment, and Screening & Vaccination against Specified Infectious Diseases. I am aware that I must ensure that myself and those staff reporting to me are made aware of, and comply with the requirements of, this/these policy directive/s I am aware that any false or misleading statements may threaten my appointment or continued employment with Karitane.

I agree to comply with the policies of NSW Health & Karitane

I also agree to strictly observe the policy on confidentiality of staff and patient information or such other sensitive or confidential information that I may come across in the course of my employment.

POSITION DEMANDS CHECKLIST
Karitane

PHYSICAL DEMANDS	FREQUENCY
Sitting - remaining in a seated position to perform tasks	Frequent
Standing - remaining standing without moving about to perform tasks	Frequent
Walking - Floor type: even / uneven / slippery, indoors / outdoors, slopes	Frequent
Running - Floor type: even / uneven / slippery, indoors / outdoors, slopes	Infrequent
Bend/Lean Forward from Waist - Forward bending from the waist to perform tasks	Infrequent
Trunk Twisting - Turning from the waist while sitting or standing to perform tasks	Occasional
Kneeling - remaining in a kneeling posture to perform tasks	Infrequent
Squatting / Crouching - Adopting a squatting or crouching posture to perform tasks	Infrequent
Leg / Foot Movement - Use of leg and / or foot to operate machinery	Not Applicable
Climbing (stairs/ladders) - Ascend / descend stairs, ladders, steps	Infrequent
Lifting / Carrying - Light lifting & carrying: 0 - 9 kg	Occasional
Lifting / Carrying - Moderate lifting & carrying: 10 - 15 kg	Infrequent
Lifting / Carrying - Heavy lifting & carrying: 16kg & above	Infrequent
Reaching - Arms fully extended forward or raised above shoulder	Infrequent
Pushing / Pulling / Restraining - Using force to hold / restrain or move objects toward or away from the body	Occasional
Head / Neck Postures - Holding head in a position other than neutral (facing forward)	Infrequent
Hand & Arm Movements - Repetitive movements of hands and arms	Frequent
Grasping / Fine Manipulation - Gripping, holding, clasping with fingers or hands	Frequent
Work At Heights - Using ladders, footstools, scaffolding, or other objects to perform work	Not Applicable
Driving - Operating any motor powered vehicle	Not Applicable
PHYSICAL DEMANDS	FREQUENCY
Sight - Use of sight is an integral part of work performance e.g. computer screens	Constant
	Choose an item.
Hearing - Use of hearing is an integral part of work performance e.g. Telephone enquiries	Constant
Smell - Use of smell is an integral part of work performance e.g. Working with chemicals Not	Not Applicable
Taste - Use of taste is an integral part of work performance e.g. Food preparation Not	Not Applicable
Touch - Use of touch is an integral part of work performance	Not Applicable
PHYSICAL DEMANDS	FREQUENCY
Distressed People - e.g. Emergency or grief situations	Infrequent
Aggressive & Uncooperative People - e.g. drug / alcohol, dementia, mental illness	Infrequent
Unpredictable People - e.g. Dementia, mental illness, head injuries	Infrequent
Restraining - involvement in physical containment of patients / clients	Not Applicable
Exposure to Distressing Situations - e.g. Child abuse, viewing dead / mutilated bodies	Not Applicable
PHYSICAL DEMANDS	FREQUENCY
Dust - Exposure to atmospheric dust	Infrequent
Gases - Working with explosive or flammable gases requiring precautionary measures	Not Applicable
Fumes - Exposure to noxious or toxic fumes	Not Applicable
Liquids - Working with corrosive, toxic or poisonous liquids or chemicals requiring PPE	Not Applicable
Hazardous substances - e.g. Dry chemicals, glues	Not Applicable
Noise - Environmental / background noise necessitates people raise their voice to be	Infrequent

heard	
Inadequate Lighting - Risk of trips, falls or eyestrain	Infrequent
Sunlight - Risk of sunburn exists from spending more than 10 minutes per day in sunlight	Not Applicable
Extreme Temperatures - Environmental temperatures are less than 15C or more than 35C	Not Applicable
Confined Spaces - areas where only one egress (escape route) exists	Infrequent
Slippery or Uneven Surfaces - Greasy or wet floor surfaces, ramps, uneven ground	Not Applicable
Inadequate Housekeeping - Obstructions to walkways and work areas cause trips and falls	Infrequent
Working At Heights - Ladders / stepladders / scaffolding are required to perform tasks	Not Applicable
Biological Hazards - e.g. exposure to body fluids, bacteria, infectious diseases	Not Applicable