

Position Description

Role: Marketing and Communications Officer

Closing Date: 9th December unless filled earlier

Application Process: Please send cover letter and resume to Jessica@kidsafewa.com.au

About Us

Kidsafe WA is the leading independent not-for-profit organisation dedicated to promoting safety and preventing childhood injuries and accidents in Western Australia. Injuries are the leading cause of death in Australian children aged one to fourteen, accounting for nearly half of all deaths in this age group. More children die of injury than die of cancer, asthma and infectious diseases combined. Many of these deaths and injuries can be prevented. Kidsafe WA works in the community to educate and inform parents and children on staying safe at home, at play and on the road.

Job Brief

Kidsafe WA is seeking a marketing and communications officer to coordinate effective strategies for marketing, public relations, branding and media. You will work closely with Kidsafe WA team members to support the delivery of child injury prevention programs and ensure they are promoted to key stakeholders in a contemporary and effective manner. You will inform management of progress and performance. You will produce results in a timely manner and help develop and implement efficient strategies and tactics. The goal is to ensure that all programs deliver the desirable outcome to Kidsafe WA.

Reports to: Chief Operating Officer

Responsibilities

- In conjunction with the Chief Operating Officer, determine effective strategic actions for marketing and communication direction at Kidsafe WA
- Coordinate digital communication channels including social media, e-newsletters and website
- Maintain external media relationships, media purchasing and public relations
- Oversee usage of Kidsafe WA branding and style guide and ensure it is adhered to in internal and external publications, campaigns and initiatives
- Collaborate with Kidsafe WA team members to support the delivery of child injury prevention programs and ensure they are promoted to key stakeholders in a contemporary and effective manner
- Plan communication and marketing initiatives from start to completion involving deadlines, milestones, budgets and processes
- Initiate and set goals according to the strategic objectives of the organisation
- Assist in cross-project activities including fundraising, events and sponsorships
- Develop and realise new opportunities and partnerships for Kidsafe WA
- Keep the Chief Operating Officer informed with detailed and accurate reports
- Follow communication, HR and OHS procedures, guidelines and policies
- Other duties as required

Requirements

- Relevant tertiary degree
- Minimum 2 years' experience working in a marketing and communications role or similar
- Excellent knowledge of IT systems and computers with experience using Microsoft Office, Adobe Creative Suite, Canva, Campaign Monitor or similar
- Strong written communication skills with the ability to create content for a diverse range of materials
- Strong oral communication and people skills
- Ability to work in a small team environment and independently as required
- Ability to work outside set hours
- Ability to travel rurally and nationally

Desirable

- Current C Class driver's license
- Current Working with Children's Check

Logistics

Start Date: January 2023

Hours: Part-time or full-time employment available, with a minimum of 0.6 FTE (22.5hrs) per week required. This is a 12 month contract (including a 3 month probationary period) with the possibility to extend. This position offers some flexible working arrangements including partial working from home and flexible working hours.

Location: Kidsafe WA Head Office, West Leederville WA

Should you have any questions regarding the position, remuneration or application process, please contact Jessica McKenna at Jessica@kidsafewa.com.au or 08 6244 4882.