



POSITION DESCRIPTION

STARTTS is committed to Equal Employment Opportunity (EEO) and anti-discrimination policies.

POSITION NUMBER: 1100-1

Date reviewed/created: October 2020

POSITION TITLE: Digital Marketing Assistant

TEAM: Neurofeedback Team

LOCATION: Carramar

AGREEMENT: "NSW (Non-Declared) Affiliated Health Organisations' Professional and Associated Staff Agreement".

CLASSIFICATION: Health Education Officer, or other relevant classification based on qualifications, experience and requirements of the role.

PERIOD OF APPRAISAL: Performance will be assessed within 3 months of commencement and a 3 month probationary/qualifying period will also apply.

Background to STARTTS

STARTTS is a state-wide service funded by the NSW Department of Health and Commonwealth Department of Health to provide high quality assessment, treatment and rehabilitation services to people living in NSW who have experienced organised violence or trauma associated with the refugee experience. STARTTS is an Affiliated Health Organisation (AHO) whose services are deemed to be part of the NSW public health system.

STARTTS' service provision philosophy is predicated on a bio-psycho-social framework that incorporated a large range of clinical and psycho-social interventions informed by the latest advances in neuroscience and evidence based practice in relevant fields. As such, STARTTS provides a broad range of services including assessment; counselling for all age groups; psychiatric assessment and interventions; family therapy; group interventions; body-focused interventions such as massage, physiotherapy, acupuncture and pain management groups; support groups; programs for children and youth; and various strategies to increase the capacity of support networks and refugee communities to sustain their members.

The focus of the STARTTS' approach is on building capacity and empowering people and communities to take control over their own lives, using a strengths-based approach and building on individual, family, community and cultural strengths.

Background to the Program Area of the position

STARTTS' Neurofeedback Program was established in 2007 to provide Electroencephalographic (EEG) and Event Related Potential (ERP) assessment and Neurofeedback treatment to survivors of torture and trauma associated with the refugee experiences. STARTTS has found that the application of Neurofeedback coupled with counselling has produced positive results with a group of clients who have severe and chronic trauma responses. The success of Neurofeedback with clients experiencing chronic trauma responses is based on a developing understanding of brain activity, the impact of traumatic experiences on brain functioning, and the adaptability and plasticity of the brain. Neurofeedback has been used with children, young people and adults. The Applied Neuroscience Trauma Clinic (ANT-Clinic) has been established to provide neurofeedback treatment to an additional group of STARTTS clients identified as likely to benefit from this approach. The clinic will provide neurofeedback treatment as part of the psychological services funded through the Better Outcomes in Mental Health program (i.e. through bulk billing Medicare rebate).

In addition, the Australian Neurofeedback Institute (ANFI) was established to provide training, mentoring and supervision through a fee-for-service model to practitioners and interns interested in applying EEG/ERP assessment and Neurofeedback treatment in their clinical practices.

ORGANISATIONAL RELATIONSHIPS:

1. Responsible to:
 - a) Neurofeedback Program Coordinator
 - b) Executive Support Manager, in relation to ANFI tasks
2. Responsible for: Nil

QUALIFICATIONS AND EXPERIENCE:

Essential Criteria:

1. Current or recent tertiary studies related to business marketing, digital media, and/or digital marketing.
2. Portfolio or other demonstrative profile showing a genuine interest in digital marketing.
3. Competency in use of the major social media and digital marketing platforms and techniques.
4. Excellent oral, written and interpersonal communication skills and demonstrated ability to write for online, print and social media communications.
5. Good organisational and time management skills and ability to work within a multicultural and multidisciplinary team.
6. Creative and tech savvy with a results focus and good eye for details and able to keep up-to-date with the latest trends and best practices in online marketing and measurement.
7. Experience with Wordpress and basic working knowledge of HTML and CSS.
8. Graphic skills for creating collateral, assets and communications using design programs such as Canva, InDesign, Photoshop, Illustrator.

Desirable Criteria:

1. Experience working in a not-for-profit or philanthropic marketing setting.
2. Past experience with digital fundraising.
3. Understanding of the mental health, or broader health sector in Australia.
4. Experience with digital marketing strategy and execution.

PERSONAL ATTRIBUTES

To be successful in this role, the position holder should have the following personal attributes:

- Resourceful
- Efficient
- Discrete
- Flexible
- Self-motivated
- Well organised
- Proactive
- Good communicator
- Attention to detail
- A positive attitude

*This position is not considered child-related employment and will require a National Criminal Record Check.

BRIEF DESCRIPTION OF ROLE

The main role of the Digital Marketing Assistant is to help with the implementation of ANFI's digital marketing strategy to achieve agreed targets and key performance indicators. The Digital Marketing Assistant is responsible for developing and promoting creative content that aligns with ANFI's Marketing and Communications strategy. Keeping up to date with new digital marketing techniques, maintaining up-to-date documentation and contributing to the long-term development of ANFI's digital marketing strategy.

PRIMARY OBJECTIVES:

1. To ensure the provision of engaging and relevant marketing content and processes to ANFI.
2. To support the growth of ANFI's brand awareness and community outreach.
3. To contribute to ANFI's digital presence and content portfolio in alignment with ANFI's marketing strategy and execution.

PRIMARY DUTIES:

1. Digital media strategies

- 1.1 Assist with branding strategies and redesign of ANFI website.
- 1.2 Ensure the website is fully optimised for search engines and identify suitable websites to build links with.
- 1.3 Create and schedule targeted social posts and source or create accompanying visuals, images and infographics.
- 1.4 Coordinate all social media channels in a consistent 'on brand' voice in line with our standards.
- 1.5 Increase the number of followers, 'likes' and audiences for our digital marketing and social media outputs.
- 1.6 Use digital methods and e-newsletters, and offline marketing mediums to recruit, develop and retain members, donors and other supporters.
- 1.7 Keep the website up to date with products and campaigns.
- 1.8 Support SEO and SEM, email, social and content initiatives.
- 1.9 Monitor, report and analyse results to improve performance, using tools such as
- 1.10 Google analytics and others.
- 1.11 Fully exploit the social media and digital marketing potential of ANFI events.
- 1.12 Assist Neurofeedback Program with preparing digital materials such as brochures, flyers and manuals.
- 1.13 Work under the supervision of the Executive Support Manager to support ANFI's fundraising portfolios including community and corporate fundraising initiatives, grants/foundations promotion, training events and research programs and appeals, and liaise with external agencies when required.

2. Training

- 2.1. Undertake relevant training when required.

3. Administration

- 3.1. Comply with the efficient recording and maintenance of activity records
- 3.2. Assist in the evaluation of the effectiveness of services provided.

4. Reporting

- 4.1. Prepare reports as required.

5. Personnel

- 5.1. Participate in STARTTS Performance Management program and in the development of a Performance Management Plan.
- 5.2. Be an active participant in team meetings to maximise contribution to the work of the team.
- 5.3. Participate in STARTTS staff meetings and other relevant meetings.
- 5.4. Work to ensure professional and co-operative working relationships within own team and with other departments across STARTTS.
- 5.5. Participate in identifying quality improvement initiatives/strategies.
- 5.6. Attend and participate in all training opportunities identified for the role.
- 5.7. Liaise with and seek senior advice as required.

6. As a STARTTS employee you are expected to:

- Have a commitment to Human Rights, EEO, WHS and Safe Work Practices.
- Carry out the role and responsibilities in a manner that is consistent with delegations, policies, procedures and operations systems of STARTTS and in line with STARTTS Code of Conduct.
- Maintain confidentiality and exercise discretion in relation to all STARTTS matters.
- Actively seek to improve skills and knowledge that will benefit the organisation.
- Project a professional image at all times and in all situations.
- Undertake any other duties that may be required within the area of work.

Equal Employment Opportunity and Staff Relationships:

- STARTTS is an Equal Employment Opportunity (EEO) employer and encompasses its philosophy and practice.
- STARTTS rejects racism and sexism in all its forms and is committed to the elimination of racial and gender discrimination including direct and indirect racism and sexism, racial vilification, and harassment.

STARTTS Workplace Policies

You must observe and comply with the provisions set out in any and all written policy, practice or procedure of STARTTS. A breach of STARTTS' policies, practices and procedures may result in disciplinary action up to and including termination of your employment.

Work Health & Safety responsibilities:

- Comply with STARTTS WHS policies and procedures.
- Work with due care and consideration to safeguard your own health and safety and the health and safety of others, and to report to your Supervisor any potential hazards, mishaps, incidents or injuries that may occur or become aware of during the course of work.

Risk management responsibilities: All staff have a responsibility to identify any risks (ie the chance of something happening that will have an impact on the objectives of the organisation) in the course of their work and to inform their supervisor, as per the *STARTTS Risk Management Policy and Program*.

Smoke-free Workplace

STARTTS is completely smoke-free. This means that smoking is not allowed in any STARTTS' buildings, vehicles or grounds, there are no designated smoking areas. As an employee you are required to comply with the 'Non-smoking' Policy.

I have read the **Digital Marketing Assistant** Position Description, understand its contents and agree to work in accordance with the requirements of the position. I understand and accept that I must also comply with STARTTS' policies and procedures and can be required to work in any location under the jurisdiction of STARTTS.

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

Employee Name: _____

Employee Signature: _____ **Date:** _____

CHIEF EXECUTIVE OFFICER: Jorge Aroche

Signature: _____ **Date:** _____

The review for this Position Description is due: October 2022