

Position Description:

Marketing and Engagement Coordinator

Reports to	Marketing and Engagement Manager	Location	Victoria
Direct reports	NIL	Hours	38
Award	SCHADS Level	Date prepared	September 2023

About Freedom Solutions

Freedom Solutions Australia operates across NSW and Victoria. It is a volunteer-based, not for profit organisation providing assistive technology solutions and occupational therapy services for people living with disability and older people. For over 40 years we have been a valued stakeholder in the disability services sector, enabling our clients to achieve their goals through the:

- Design and construction of custom assistive technology otherwise commercially unavailable;
- Modification of commercially available equipment to suit clients' individual needs;
- Freedom Wheels customised Bike Service; and
- Provision of specialised technical advice to clients.

Our Mission

Freedom Solutions changes the lives of people living with a disability by providing personalised technology, equipment and services.

Our Values

Innovation: We inherently push the boundaries of assistive technology, developing life- changing solutions through our commitment to innovation.

Financial Sustainability: We are committed to financial sustainability through responsible financial management and revenue growth.

Collaboration: We recognise our success is built on cross-functional teamwork. We believe results only come through effective collaboration.

Customer Centred: We are committed to a positive client experience at every stage. We achieve this through quality products and services and through continuous improvement.

Integrity: We act honestly and ethically. Through integrity we build strong relationships with clients and volunteers, ensure quality, and promote a positive workplace culture.

Position Purpose

Working as part of a multidisciplinary interstate team, the Marketing & Engagement Coordinator plays a key role in raising awareness of Freedom Solutions Australia tailored services and innovative products to increase referrals and expand service reach to support more people living with disability across Victoria and NSW.

Key accountabilities

Marketing & Promotions

- Lead, develop and maintain all marketing and digital marketing initiatives to support the delivery of, but not limited to Freedom Wheels, Unique Solutions, Adaptable Solutions, Fundraising Initiatives, MAL & Volunteer Engagement.
- Marketing initiatives include but are not limited to printed materials and promotions, online communications, social media, electronic direct mail, SEO, Google Ads, PR initiatives, Shopify, lead generation & content creation.

Communications

- Lead and develop high quality written and visual materials including but not limited to e-communications, news, websites and social media content, storytelling, promotional and other communications materials to drive and increase engagement and referrals of Freedom Solutions Services.
- Call and email volunteers, referrers, clients and donors to actively seek out content to support the goals of Freedom Solutions Australia.

Fundraising

- Support fundraising initiatives and events by creating marketing material and communications such as customer journeys, website integrations with Salesforce, website development and upkeep.

Community Engagement & Event Participation

- Develop and maintain effective relationships with key stakeholders including clients, referrers, community partners and organisations.
- Attend community events when required such as ICSD and the Volunteer Celebration. Lead and develop the quarterly TechTalk events for FSA volunteers and stakeholders.

Administration Support

- Ensuring all CRM systems are up to date with client information and campaigns. Maintaining electronic information and records in line with the organisations policies and procedures.
- Ensuring the safe storage of marketing material and communications on SharePoint to be used in the future.

Reporting

- Manage effectively the budgets allocated.
- Detailed and accurate monthly reporting on budget spend, marketing initiatives and recommendations to increase engagement.

Qualifications and experience

Essential

- Relevant qualification or experience in: Marketing/communications/relationship building, or related qualification and / or equivalent skills and experience.
- Proficient with Microsoft Office products.
- Experience with digital marketing (web, social media, design, SEO).
- Strong time management and experience in developing business relationships with external and internal stakeholders.
- Advanced communication and community liaison skills.

Desirable

- Knowledge or lived experience with assistive technology equipment and its application to the needs of people with a disability.
- Demonstrated ability to develop, implement and evaluate community awareness programs to grow business reach.
- Developing targeted marketing materials in Adobe InDesign.
- Experience working with people with disabilities and seniors.
- Storytelling
- Public speaking
- Fundraising

Personal Attributes

- Creative, self-starter, self-driven and able to work as a part of a team.
- Broad marketing knowledge to connect with diverse stakeholders.
- Well-developed verbal and written communication skills with the ability to work autonomously and pay attention to finer details.
- High level customer service and relationship building skills

Equal Opportunity

Freedom Solutions is an equal opportunity employer; values diversity and encourages applications from indigenous people, people with disabilities and people from culturally and linguistically diverse backgrounds.

Acceptance

This position description is subject to review and may change in accordance with the needs of Freedom Solutions, its operations and its clients.

I have read this document and agree to undertake the duties and responsibilities listed above. I acknowledge that additional or other duties and responsibilities may be allocated to me.

Authorisation



Name

Scott Miller

Title:

Chief Executive

Date:

September 2023