



Position Description

Community Mobilisation & Social Marketing Coordinator: Latrobe Streetgames Program

POSITION DETAILS

Reports to:	Latrobe Streetgames Program Coordinator
Work location:	Latrobe City Municipality
Tenure:	Fixed term contract until 30 June, 2019 Any extension beyond this is subject to new or additional funding being secured by GippSport.
Classification and Remuneration:	The position is a 0.5 EFT position classified under the Award as Level 4-5 depending on qualifications and experience. The salary range is \$61,000 - \$70,000 per annum pro-rata plus 9.5% superannuation with 17.5% Leave Loading
Terms, Conditions Award:	The <i>Social, Community, Home Care and Disability Services Industry Award 2010</i> (the Award) and the <i>National Employment Standards</i> (NES) are the minimum terms and conditions for this position unless otherwise specified. The position includes a number of terms and conditions that vary the award. They are contained in the attached "Summary of Key Terms and Conditions"
Applications Close:	5:00pm Friday 8 June 2018

LATROBE STREETGAMES & RECREATION PROGRAM

The funding for this program has been provided through the Department of Health & Human Services, Latrobe Health Innovation Zone.

The Latrobe Streetgames program is a fun and informal version of sport operating at the right time, for the right price, in the right place and in the right style to engage people not-engaged in the traditional community sport system. Primarily our target audience is young people aged 14-25yrs old living in areas of disadvantage experiencing barriers to traditional sport (accessibility, cost, awareness etc) or whom are not interested in traditional community sport.

Successful delivery of this program will provide vibrant, varied, fun and social sport sessions in the community with an emphasis on building engagement & developing youth leadership. An equitable program of activities will be on offer in local communities, in particular providing opportunities that reflect the demographic of the local community. This program aims to be used as a way to integrate young people within the community, as well as support wider social outcomes such as youth action, health and community safety whilst working in partnership with other regional support agencies.

GIPPSPORT

GippSport is the peak body for community sport in Gippsland. Our mission is to advance the Sport and Recreation community by supporting participation in sport and active recreation and increasing the capacity and sustainability of the sport sector to build a healthy, active and inclusive Gippsland.

GippSport is one of nine Regional Sports Assemblies across regional Victoria whose primary aim is to assist in facilitating the development of quality sporting and recreational opportunities for the communities they service.

GippSport develops and uses its wide ranging networks, alliances and capacity to bring together diverse organisations to improve the health and wellbeing of people through participation in sport and recreation activities.

Our values are:

Inclusion; access; equity; trust, respect and honesty

We support:

- Community sporting clubs, associations and local physical activity providers to enhance the delivery of active recreation opportunities and participation;
- Community development that results in more robust and healthy communities;
- People with a disability and of all abilities to achieve their goals, aspirations and a healthy lifestyle;
- Aboriginal people to engage in community sport and recreation; and,
- Strong partnerships with all Gippsland local government authorities especially in the development and implementation of their Municipal Public Health and Wellbeing Plans.

KEY RESPONSIBILITIES AND DUTIES

Community Mobilisation and Social Marketing (CMSM) Coordinator Roles and Responsibilities

This is a hands on position, where the CMSM Coordinator will support all aspects of the Latrobe Streetgames and Recreation project. Through this role we're primarily seeking to mobilise young people across the Latrobe City municipality and engage them in the Streetgames program. You'll have an understanding of marketing and communications, primarily the use of social media as a vehicle for communicating with our target cohort of young people aged 14-25. The CMSM will act as the focal

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point for the online community, overseeing needs, community building, increasing visibility of Latrobe streetgames programs and actively supporting potential participants.

Specifically:

- Build a solid social marketing strategy for the Latrobe Streetgames program;
- Facilitate increased participation in sport and active recreation, through the engagement and mobilisation of young people across the Latrobe City municipality;
- Raise the visibility of the Streetgames program including creating online content (videos, images, infographics etc);
- Monitor and track engagement with our online presence and translate this into sport participation outcomes;
- In partnership with the Streetgames Program Coordinator, monitor and evaluate the Latrobe Streetgames program; and,
- Support the successful delivery of the program with inspiring stories, conducting interviews and build case studies and media of individuals who have engaged with the program.

Other roles:

- Attend relevant networking events on behalf of GippSport;
- Any other tasks as given by the Executive Officer or Streetgames Program Coordinator.

ORGANISATIONAL RELATIONSHIPS

Reports to: The Executive Officer and the Latrobe Streetgames Program Coordinator

Internal: All other GippSport teams, staff, clients, volunteers and Board Members (as required)

Direct Reports: Nil

POSITION CAPABILITY FRAMEWORK

The position has been assessed as a Level 2 of the “Community Sector Capability Framework 2010”

The successful incumbent will be chosen, and performance evaluated, on their capabilities to operate as described in the following nine streams:

1. COMMUNITY AND INTER-AGENCY RELATIONS

- **Networks and stakeholders** - Researches community’s needs and concerns and provides community development/ education
- **Community** - Participates effectively in networks and community meetings to advance organisational objectives partnerships and collaboration - Works collaboratively with other organisations in formal and informal partnerships to achieve client/member outcomes
- **Knowledge of community** - Maintains detailed understanding of current community issues and knowledge of relevant organisations

- **Social justice** - Demonstrates commitment to social justice and social inclusion

2. PROFESSIONALISM

- **Time management** - Manages time and uses tools effectively to assist with planning and organising
- **Ethics** - Observes professional boundaries and standards and assists others with ethical dilemmas
- **Taking responsibility** - Takes responsibility for work outcomes and assists others to understand role and responsibilities
- **Problem solving** - Assists with resolution of clients'/members' and colleagues' problems
- **Initiative and enterprise** - Demonstrates initiative and enterprise and supports others to work more effectively

3. COMMUNICATION

- **Advocacy** - Advocates for clients/members to advance their interests
- **Written communication** - Writes accurate, clear and informative reports and communications that meet the needs of their intended audience
- **Verbal communication** - Articulates clear and respectful messages and information to clients/members and colleagues
- **Public speaking** - Uses relevant facts to express clear and logical arguments and opinions in meetings and other forums
- **Interpersonal skills** - Demonstrates appropriate interpersonal skills, active listening, empathy, social awareness and emotional intelligence in verbal communications

4. LEADERSHIP AND TEAMWORK

- **United vision** - Generates ideas for innovation and enhanced working practices to achieve organisational mission
- **Strategic focus** - Contributes to team plans and relates teamwork to strategic objectives
- **Team dynamics** - Offers constructive feedback and provides balanced and informed perspectives at team meetings
- **Conflict management** - Recognises differences of opinion and works toward the resolution of team conflict
- **Diversity/different styles** - Builds team spirit and supports team members' development

5. RESOURCES, ASSETS AND SUSTAINABILITY

- **Revenue raising** - Undertakes public relations and fundraising activities
- **Financial management** - Assists with budget reviews and works to established budgets
- **Procurement** - Researches market and attains value for money when making purchases or contracting work

- **Equipment and assets** - Researches and recommends purchase of equipment and aids to provide efficient and effective service delivery
- **Sustainability** - Aims for sustainability in purchasing decisions

6. SERVICE DELIVERY

- **Reflective practice** – Demonstrates reflective and evidence based practice
- **Knowledge of client/member issues** - Builds knowledge of client/member issues and requirements to improve practice
- **Client/member outcomes** - Provides clients/members with high quality service and appropriate referrals
- **Diversity** - Demonstrates cultural sensitivity and adjusts personal style in response to client/member differences
- **Client confidentiality and dignity** - Respects client/member confidentiality

7. PROGRAM MANAGEMENT AND POLICY DEVELOPMENT

- **Policy development and implementation** – Participates in the review and development of policy and utilises policies and procedures to guide work practices
- **Program development** - Contributes to program objectives, develops and implements simple project plans
- **Achieving results** - Ensures clarity of understanding of required work, fulfils program and project responsibilities, and achieves performance targets
- **Contract management** - Maintains awareness of contracts relating to own position and ensures that work fulfils contractual obligations
- **Complaints handling and continuous improvement** - Utilises feedback from complaints to improve programs and reviews own performance

8. CHANGE AND RESPONSIVENESS

- **Change management** – Supports change management and assists others to adapt and adjust to change
- **Multi-skilling** - Works collaboratively with people from different disciplines and shares skills and knowledge
- **Creativity and innovation** - Generates and shares ideas and encourages others to reflect on activities and develop ideas for innovation and improvement
- **Technology** - Supports the use of new technology and develops skills to master new technologies
- **Learning and development** - Maintains awareness of own skills and skill needs, actively works to address skills gaps and assists others to identify training needs

9. GOVERNANCE AND COMPLIANCE

- **Strategy** - Contributes to team work plans and ensures that own work outcomes are achieved
- **Quality** - Contributes to enhancement of quality practices and ensures that own work meets quality requirements
- **Risk management** - Contributes to identification and control of risks and hazards and takes advantage of emerging opportunities
- **OHS** - Contributes to identification of OHS risks and hazards, and ensures safety in own work context
- **Legislation and compliance** - Is aware of relevant legislation and licensing requirements and ensures compliance in work practices

KEY SELECTION CRITERIA

SPECIALIST KNOWLEDGE AND SKILLS (APPLICANTS MUST ADDRESS ALL SELECTION CRITERIA)

- Highly developed interpersonal and communication skills and the ability to work as part of a team
- An understanding of using sport for development and as a vehicle for social change
- Demonstrated knowledge and skills in marketing and activating communities
- Advanced computer skills, particularly the Microsoft Office suite, digital content software (Adobe Creative suite or similar) and online content platforms (Wordpress, Joomla, Drupal etc)
- Demonstrated capability to utilize social media platforms for business/organisation use
- Highly developed community engagement skills, particularly with young people aged 14-25

Qualifications and Licenses	Essential/Preferable
Tertiary qualifications in Marketing, Social Marketing, Communications or similar	Preferred
Current employee Victorian Working With Children Check	Essential
Satisfactory National Police Records Check	Essential
Current Australian Drivers Licence	Essential

Additional Information

USE OF VEHICLES

The position will require extensive travel across the Latrobe Valley.

Reasonable work related travel expenses will be reimbursed as designated under the Award.

HOURS OF WORK

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The hours of work will be 19 hours per week with time in lieu on an hour for hour basis. GippSport's normal working hours are 8:30 a.m. to 4:30 p.m. Evening and weekend hours will DEFINITELY be required with this position.

If further information is required please contact:

Daniel Poynton, Executive Officer at GippSport on 03 5126 1847 or e mail: daniel@gippsport.com.au

APPLICATION INSTRUCTIONS

Applications addressing the key selection criteria should be marked "confidential" and sent to:

Executive Officer
GippSport
PO Box 63
NEWBOROUGH 3825

If sending by e mail: info@gippsport.com.au

PLEASE PROVIDE THE NAMES AND CONTACT DETAILS OF AT LEAST TWO (2) CONFIDENTIAL REFEREES

APPLICATIONS CLOSE: 5:00pm Friday 8 June 2018