

Position Description

Position of	Marketing Communications Lead, Epilepsy Smart Australia Program	
Location	Surrey Hills, Melbourne	
Incumbent		
Reports to	Marketing Manager	
Time	Full Time (1-year contract)	
Reports	Nil	
Approved by	CEO, Epilepsy Foundation	Date December 2022

1. Program Context

The Epilepsy Smart Australia Program is a federally funded pilot project to develop, test and implement a national framework for the consistent delivery of high quality epilepsy-related services and supports throughout Australia. The pilot project commenced on 1 July, 2020, and is scheduled for completion in 2024.

Program development is supported through a formal partnership with epilepsy organisations in all states and territories and collaboration with relevant peak bodies and sector organisations. The Program actively seeks the views and involvement of people living with epilepsy and those who support them to inform the design and delivery of all services.

Program Vision

All Australians living with epilepsy have equitable access to evidence-based and consistent information and individualised services to enable them to achieve improved outcomes.

Program Mission

To deliver excellence across products and services for people living with epilepsy through continuous improvement and leveraging best-practice approaches.

Program Objectives

- Building on and enhancing epilepsy-related activities and services
- Delivering nationally-consistent, evidence-based epilepsy services and supports across all states and territories
- Ensuring Australians living with epilepsy have access to supports and resources to assist them to be knowledgeable, healthy and active social and economic participants
- Enhancing understanding of epilepsy across a variety of sectors as well as the broader community
- Supporting the health sector workforce and those living with epilepsy, through the development of digital tools.
- Providing support for Australians living with epilepsy at all life-stages
- Ensuring resources are culturally appropriate and address the needs of Aboriginal and Torres Strait Islander people and Culturally and Linguistically Diverse (CALD) groups.

Program Management

The Epilepsy Foundation (EF) is responsible for the overall management of the Epilepsy Smart Australia Program. Advertised roles will have an employment agreement with the Epilepsy Foundation, however the focus of the role will be on supporting the national partnership of epilepsy service providers to achieve the objectives of the Epilepsy Smart Australia Program.

2 Position summary

The Epilepsy Smart Australia (ESA) Marketing Communications Lead will play a key role in actioning the Strategic Marketing Plan that has been developed for the program. This will include leveraging the opportunities articulated in the Strategic Marketing Plan to develop tactical plans across public relations, social media, digital marketing, conferences and other marketing communications activities, with a view to promoting and raising awareness of the Epilepsy Smart Australia program and its services nationally. A key aspect of the role is liaising with Service Delivery Partners (SDPs) that are delivering the ESA program at a state and territory level. This will include engaging with SDPs through the forum of the ESA Marketing Working Group, and delivering tangible support to SDPs to enable them to implement marketing activities at a state and territory level. The role will play a key part in helping to achieve an uptake of services by people with epilepsy, their families/carers and supports, to demonstrate to the funding body that the program is making a difference.

The role will sit within the Marketing Department of the EF and will have the support of its Marketing team. It will also be supported by the Project Management team of the Epilepsy Smart Australia program. The role will focus entirely on marketing the Epilepsy Smart Australia program.

3 Key responsibilities

The position is responsible for, but not limited to, the following:

3.1 General

- Develop an actionable implementation plan that draws on the Strategic Marketing Plan for the Epilepsy Smart Australia program, taking into account all possible avenues for promotion; this includes developing a schedule of national conferences in the education and disability sectors (being the primary targets for Year 1 post-launch), as well as aged care and workplaces, social media, public relations, digital marketing etc.
- Facilitate the national ESA Marketing Working Group consisting of SDPs from each state and territory. This includes holding regular meetings to keep members informed and engaged and for decision-making purposes, steering the direction of the group, and providing the support necessary to enable SDPs to confidently run events, campaigns, social media and other marketing activities in their region
- Facilitate a strong presence at appropriate and agreed conferences nationally, across the education and disability sectors, whether through a stand, arranging speaking opportunities for CEOs or others, satchel inserts, displays, sponsorships etc. This may involve attendance at conferences in Victoria or providing the necessary collateral to enable SDPs to attend their own state/territory-based conferences
- Undertake public relations activities including writing media releases and backgrounders (in line with already agreed messaging and facts), media pitching, follow-up, sourcing imagery and campaign reporting and working collaboratively with SDPs to assist them with their public relations efforts
- Create engaging and original organic content for multiple social media platforms (including Facebook, Instagram, LinkedIn, Twitter and YouTube)
- Publish or schedule social media content through tools such as Creator Studio or Hootsuite (or other programs, as required).
- Create, test and optimise paid social media advertisements, using tools such Facebook Ads
- Create digital marketing materials, using tools such as Canva and Adobe Creative Suite
- Write content for various purposes including social media, websites, print material, case studies and media
- Follow Brand and Communication Guides to ensure communication is on-brand and on-message and is also audience-focused and engaging
- Interview people with epilepsy and/or their family members/carers for the purpose of writing case studies on their experiences for newsletters, media publicity, fundraising and other purposes
- From time to time, provide marketing support to the Epilepsy Foundation Marketing Department, as and when required
- Perform other duties as directed.

4 Position dimensions

4.1 Level of supervision/accountability

The Marketing Manager monitors the performance of this position on a regular basis. The incumbent is required to demonstrate sound judgment to effectively prioritise the workload and to maintain a high quality in their work.

The precise Key Performance Indicators will be determined through the Supervision and Support Program in conjunction with the Marketing Manager. These can be varied from time to time depending on the focus required from the organisation.

4.2 Decision-making authority

The incumbent has the authority to decide day-to-day work-related issues within the key responsibilities and duties. Any issues falling outside these areas, including any expenditure, are to be referred to the Line Manager.

4.3 Flexible work hours and travel (if applicable)

In order to meet the requirements of this role the ESA Marketing Communications Lead may be required to work outside normal business hours. Flexible workplace provisions are in place for such occasions.

The role is subject to hybrid working arrangements including work in the office on a regular basis and work from home, as agreed with the Marketing Manager.

5 Position competencies/selection criteria:

To be successful in this role you will need the confidence to deal with a diverse and changing work agenda with enthusiasm and flexibility, demonstrating:

5.1 Personal characteristics

- Professional conduct including honesty and integrity
- Strong interpersonal skills and the ability to influence, persuade and use diplomacy to achieve positive outcomes
- Ability to collaborate and engage external parties to achieve desired outcomes
- Flexibility to adapt to changing work priorities, evolving projects etc.
- Strong organisational skills and ability to prioritise tasks
- Ability to work collaboratively as part of a team and independently on day-to-day projects
- A willingness to listen and the ability to work across a broad range of business areas
- Outstanding communication skills – strong oral skills; written skills to a high standard of accuracy in grammar, spelling and punctuation.

5.2 Knowledge and experience

- All-round experience in working across both digital and traditional media functions
- Experience in collaborating on a large project/s and proven results
- Knowledge of and experience in social media
- Knowledge of and experience in media relations and publicity
- Demonstrated experience in juggling priorities across multiple activities
- Understanding of, or commitment to, the charitable sector.

5.3 Professional and technical skills

- A tertiary qualification in marketing or communications is desirable
- Experience in, and knowledge of, Word, Excel, PowerPoint
- Knowledge of Canva and/or Adobe Creative Suite including Photoshop, Premiere Pro, Illustrator and/or InDesign an advantage
- Demonstrated skills in coordination, organisation and prioritisation.

Safety screening and other requirements specific to this role:

- Employment is subject to a satisfactory Police Check
- Employment is subject to a satisfactory Working with Children Check
- Employment is subject to NDIS Worker Screening Clearance
- Compliance with current organisational vaccination requirements
- Current Driver's Licence
- First Aid Certificate
- Employment is subject to agreeing to work in accordance with organisational policies and procedures

Title	Name	Signature	Date
CEO	Graeme Shears		
COO	Tim Griffiths		