



Position Description

POSITION DETAILS	
Date of PD	April 2019
Position Title	Engagement Officer
Position Grade	5
Directorate Business Unit	Community Services Social and Community Services
Reports to	Business Coordinator
Physical Requirements Category	Category 3 - Combined role with some Physical Requirements

POSITION OVERVIEW

This position is responsible for the delivery and continuous improvement of high quality customer service and marketing of activities. Focussing on efficient and effective intake and engagement of prospective participants, the role will lead to measurable sustainable growth in the service. With a focus on building strong positive relationships and teamwork both internally and externally.

KEY RESPONSIBILITIES

- Provide a first point of contact and information for people enquiring about activities, in line with the Person-Centred Approach.
- Meet key performance indicators in receiving and processing referrals and activity bookings from prospective participants, carers, case managers, support workers, services, and funders
- Monitor that service information is current and provided in a range of formats to meet people's different communication needs
- Setup the first service contact for each participant, book in workflows required and handover to a Coordinator
- Follow-up with each new participant to check that the service is in place, working well and seek any feedback to improve the process and retention
- Facilitate participants' referral to access other appropriate services and measure the outcomes of this
- In conjunction with the Business Coordinator, design and deliver best practice opportunities to increase the profile of Community Care and deliver key messages
- Meet key performance indicators in connecting with community groups, services and other peak organisations in various sectors to promote activities and develop new products and services
- Collaborate with internal and external groups/stakeholders to increase appropriate marketing opportunities
- Evaluate marketing activities to target resources and continuously improve outcomes
- Communicate with staff to ensure the impact of any promotional activity is addressed at the planning stages so that the service is available to manage increased referrals
- Maintain a high standard of administrative efficiency and accountability

- Maintain required information within set timeframes including processes to ensure accuracy of data
- Collect and collate data regarding participants and activities in order to provide database reports and statistics
- Assist in the completion of general office administrative functions in the event of backup being required
- Some out of office and business hours work is required
- Drive Council vehicles
- Ensure to take reasonable care of the health and safety of yourself, staff, visitors, contractors and volunteers whilst at work, and cooperate with Council to comply with WHS legislative obligations
- Ensure EEO, the principles for a culturally diverse society, and Council policies are complied with at all times
- Contribute to improved customer service and organisational effectiveness, by acting ethically, honestly and with fairness

Knowledge

Qualifications (Level)

- Current Driver's license

Experience

- Proven results in achieving financial growth
- Developing and applying innovative and flexible engagement/marketing methods
- Working with people from a diverse background

Skills

- Demonstrated ability to set goals and achieve them within a specific timeframe
- Excellent written and verbal communication skills and ability to tailor communication to suit individual needs
- Ability to maintain required information within set timeframes including processes to ensure accuracy of data
- High attention to detail
- Self-motivated with the ability to work independently, and as part of a team
- Intermediate IT skills including Microsoft suite of products and other applications

Desirable

Qualifications

- Certificate 4 or equivalent in marketing/promotions or equivalent

Acknowledgement:

I, acknowledge that I have read and understood the above position description and have been given a personal copy.

Signatures:

Employee's Signature..... Date:

Manager's Signature..... Date: