

Inspire. Empower. Improve.

Marketing and Administration Officer

This is a unique opportunity to join the Improvement Foundation to apply and enhance your excellent social media marketing skills and outstanding use of technology. The Improvement Foundation is seeking a talented, flexible and ambitious individual for the role of Marketing and Administration Officer.

In this role, you will provide a broad range of marketing and communication services to raise awareness of the Improvement Foundation and promote our offerings. You will contribute to developing the marketing and social media strategy for the Improvement Foundation and be responsible for its implementation.

You will also use your technology and management skills to undertake administration tasks that ensure the effective implementation of various functions across the organisation.

The successful applicant will have excellent communication and writing skills, outstanding use of software (principally Microsoft products), and be highly proactive and organised.

The Improvement Foundation operates nationally, provides flexible working arrangements (including working from home) and has an excellent team culture. As a charity, we also provide significant salary benefits through our salary sacrifice arrangements.

For more information about the Improvement Foundation visit www.improve.org.au

To apply for this position please send your resume, a covering letter (no more than one page) outlining what makes you an ideal candidate for this position and two examples of your written work.

Applications close COB Monday 1 February 2021.

Only those who progress to the interview stage will be contacted.



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Marketing and Administration Officer

Position Description

Position Title	Marketing and Administration Officer
Location	Negotiable (Adelaide is the head office)
Current Incumbent	None
Salary Range	\$52,000 – \$60,000 full-time equivalent
Superannuation	9.5%
Employment Status	Ongoing
Start Date	22 February 2021 (negotiable)

Improvement Foundation

The Improvement Foundation (Australia) Limited (IF) is a wholly Australian, not-for-profit organisation whose core objective is to provide expertise in the development and delivery of quality improvement techniques, such as the Collaborative methodology, to bring about small and large system change within the health system. IF supports this improvement work through specialist change management advice and leading edge information technology infrastructure and systems, which enable robust measurement of improvement efforts.

IF works in partnership with healthcare organisations and their frontline staff, to help improve the care and services they provide to their patients and clients, to enhance their systems and to work more efficiently.

Mission

The aim of the Improvement Foundation (Australia) is to lead the country in enabling and driving quality improvement in the primary health care sector.

IF empowers organisations, teams and individuals to improve the quality of their services, whether services are delivered directly to patients or delivered by supporting organisations to general practices or primary health care services.

We do this by:

- Designing and implementing large or small scale improvement programs that produce rapid improvements that benefit communities
- Developing individuals and teams through the transfer of skills and knowledge. This is achieved either through engagement with improvement programs and / or direct training and development courses
- Measuring performance. We use sophisticated technology to accurately and reliably measure program activity and allow the system to be used by others
- Encouraging knowledge, innovation and sharing by building networks from the ground up

Vision

IF will be the leader in working with organisations and communities to make measurable improvements for the health and wellbeing of people.

Using quality improvement methods, sound measurement and data, we will make Australia the benchmark for health and wellbeing in the world.

Improvement Foundation Values

We are passionate about improvement work that transforms the lives of individuals and communities. Our values are the basis for what we do and how we do it:

- We are committed to the transfer of improvement skills and knowledge
- We encourage innovation, creativity, continuous improvement and learning
- We value every individual's contribution to the success of the team
- We provide an open, fair and supportive environment for all our staff and for those who work with us
- We are committed to the achievement of demonstrable results
- We demonstrate excellence, integrity, timeliness, accountability, accuracy and dependability.

Position Purpose

The Marketing and Administration Officer will provide a broad range of marketing and communication services for the organisation. This includes effectively promoting the work of the Improvement Foundation to clients and stakeholders, as well as raising awareness of the organisation more broadly. Working with the senior management team and Improvement Consultants, the Marketing and Administration Officer contribute to researching, developing and implementing key marketing activities to support the growth of IF's programs, products and services.

The Marketing and Administration Officer will also support with key administration tasks to ensure the effective implementation of financial, contractual, tender, procurement, human resources and ICT functions across the organisation.

Reporting and Liaison

The Marketing and Administration Officer will report to the Manager ICT and will liaise with all other staff as required. No positions report to the Marketing and Administration Officer at this time.

Key Relationships

Internal relationships will exist between the Marketing and Administration Officer and all IF staff and managers. Given the nature of this role, the Marketing and Administration Officer will be required to effectively manage positive external relations with Improvement Foundation's clients and stakeholders.

Key Responsibilities & Performance Measures

Key Responsibilities	Performance Measures
Marketing	
Contribute to the research and development of marketing strategies for the Improvement Foundation.	Marketing strategy is approved by senior management
Develop, implement and manage social media marketing to raise awareness of Improvement Foundation's brand and promote products and services.	Approved strategy is implemented with the use of performance metrics to monitor impact.
Implement marketing/communication strategies for the Improvement Foundation and its programs.	Approved strategy is implemented
Manage media relationships ensuring that opportunities are identified and secured and appropriate spokespersons are well briefed.	Positive media exposure is proactively secured and maintained
Manage the Improvement Foundation's brand and any of the Improvement Foundation's program's branding in a consistent manner.	Brand consistency is maintained
Develop and write promotional material, reports and other marketing documentation (including the IF newsletter), as required.	Relevant marketing and promotional materials are developed to a high standard
Develop and maintain appropriate systems for distribution of material to key contacts.	System(s) are developed and maintained
Develop and maintain web sites.	Web sites is operational and up-dated on a regular basis
Administration	
Assist with the development, implementation, compliance and monitoring of IF's policies and procedures and support the maintenance of IF's Quality Assurance activities.	IF continues to meet the ISO:9002 accreditation requirements
Maintain records for the effective maintenance of information related to Improvement Foundation's financial, contractual, tender, procurement and HR functions.	All office records are maintained and are accurate and accessible to authorised staff
Assist with the management of queries through the Support Centre and via email and other mechanisms.	Queries are addressed in a timely and professional manner
Provide high quality, hands on administrative support where required.	The organisation is supported with all administrative tasks in a timely manner

Key Responsibilities	Performance Measures
Planning	
Participate in organisational and team based planning activities to develop strategies appropriate to IF and IF's programs.	Active contribution to planning activities
General	
Contribute to a positive team workplace in line with IF's values.	Team feedback reflects contribution to a supportive team environment; Team based issues are raised in a timely manner and managed appropriately
Assist with the management and maintenance of IF's Work Health and Safety obligations and activities.	IF meets its Work Health and Safety obligations
Other similar duties as identified through program(s) implementation and/or as required by your manager(s).	Workplace flexibility is demonstrated

General Requirements

- Work from home including the effective use of video technology will be required
- Intrastate and/or interstate travel may be involved
- Some work outside of standard business hours may be required

Knowledge & Skills

Essential Criteria

The ideal candidate will have some knowledge and/or experience of working in a not for profit environment and be able to transfer skills and experience to the health care sector. They will also be able to demonstrate some key successes while in a similar position. The ideal candidate will also meet the following criteria:

1. High level interpersonal communication skills (written, verbal and interpersonal) including the ability to liaise and interact with individuals and groups at varying levels of authority
2. High level administrative and Microsoft Office skills
3. Creativity and the ability to work on own initiative and meet deadlines
4. A high level of attention to detail, with the ability to prioritise and multi-task to ensure that deadlines are met
5. Efficient at managing multiple priorities and tasks at any one time
6. Experience with delivery of social media plans with demonstrated outcomes
7. Experience producing effective communication and media material
8. Ability to use initiative, be self-directed and work under minimal supervision
9. Ability to communicate effectively with diverse stakeholders, specifically business analysts, technical team and developers
10. Ability to work well as part of a broader team, with experience working in a virtual office environment
11. Commitment to the provision of quality service and contribution to a positive team environment.

Desirable Criteria

1. Demonstrated ability to produce written material including reports, guidelines, policies and/or other workplace documentation
2. Desktop publishing experience, including experience in the use of web building programs such as Wix
3. Experience working within primary health care
4. Understanding of quality improvement methodologies and techniques
5. A commitment to ongoing personal and professional development.