ROLE DESCRIPTION

Role Title: Marketing Consultant
Department: Employment Services
Reports to (title): Area Manager / Team Leader

Organisational Environment

MADEC is a community based not for profit company dedicated to servicing the Sunraysia, Mid Murray, Murray Darling, Riverland, Murraylands, Kadina/Clare and Adelaide South regions. As an innovative and responsive community business MADEC will meet the needs and aspirations of individuals and communities through premium provision of community education, training, employment and enterprise services.

MADEC operates as a multi-site service provider within Job Services Australia, managing an Education, Employment Services Contract which delivers employment/educational outcomes for defined client groups in accordance with guidelines set down by the Department of Education, Employment and Workplace Relations (DEEWR).

Primary Purpose of Role

The main focus of the position is to achieve sustainable employment outcomes by means of undertaking reverse marketing of job seekers to build employer relationships, and the creation of job leads which are converted to job placements. This role will liaise closely with Employment Consultants, BD Consultant, Trainers and the Claims Tracking Officer to ensure that all marketing activity is in accordance with Job Services Australia and in line with the relevant guidelines and regulations.

Direct Reports to this Role

<table>
<thead>
<tr>
<th>Total Number of Reports</th>
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<tr>
<td>Nil</td>
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Key Relationships

| Internal | Reports on a day to day basis to the Area Manager
          | Works in collaboration with and provides support to other members of the team. |
| External | Has significant contact with other MADEC Marketers, local employer and network associations. |
### Key Responsibilities/Accountabilities:

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<tr>
<th>Description</th>
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<tr>
<td>Identify eligible vacancies and manage vacancy referral process</td>
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<tr>
<td>Manage co-ordination of shortlisting process within each site</td>
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<tr>
<td>Proactively promote and market MADEC clients to potential employers to secure ongoing sustainable employment outcomes</td>
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<tr>
<td>Provide training assistance for jobseekers referred to MADEC Pre employment courses. Include assistance with interviewing skills, resume summaries, career and labour market information, with a view to placing job seekers into sustainable employment.</td>
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<tr>
<td>Play a lead role in BUZZ Meetings at requested sites</td>
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<td>Accurately document information in accordance to the Job Services Australia contract, guidelines, Key performance Indicators and MADEC Work instructions</td>
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<tr>
<td>Optimise placement opportunities and outcomes for eligible jobseekers</td>
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<tr>
<td>Liaise with Employment Consultants and Team Leaders to inform of potential barriers that may prevent the securing of an outcome</td>
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<tr>
<td>Provide support and assistance to Claims Tracking Officer with documentary evidence collection and lodging of job placement forms</td>
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<tr>
<td>Lodge vacancies as they are identified on the National Vacancy Database</td>
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<tr>
<td>Maintain an employer database and record all employer contact details to facilitate responsive auto-matching and relevant enquiries from jobseekers</td>
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<tr>
<td>Prepare a marketing strategy in consultation with the client including identifying employers and locations, transport and licence restrictions, certificate and ticket requirements</td>
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<tr>
<td><strong>General</strong></td>
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<tr>
<td>Actively promote MADEC and all of its services to the wider community</td>
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<td>Attend and participate in regular and timely staff meetings</td>
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<td>Contribute to the achievement of the goals as outlined in the Strategic Plan and the overall objectives of the organisation</td>
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<td>Participate in staff appraisal/professional development review process at least annually</td>
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<tr>
<td>Participate in the Quality and Safety Management System by assisting with monitoring and evaluating of activities and mechanisms, identifying opportunities from improvement and correcting problems to improve customer service</td>
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<tr>
<td>Adhere to MADEC’s policies and procedure and “Code of Conduct” for employees</td>
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<tr>
<td>At all times act in accordance with the applicable regulations, policy and procedure, with respect to confidentiality, anti-discrimination and Work Health and Safety</td>
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<tr>
<td>Comply with MADEC’s Environmental Management System (EMS) by committing to the continuous improvement of our environmental performance by implementing measures to ensure avoidance of environmental harm and minimisation of impacts</td>
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<td>Other duties as directed</td>
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### Qualifications and Experience:

| Qualifications/ Memberships: | Desirable – Certificate 1V Employment Services is an advantage  
Desirable – Internal Quality Auditor Training  
Essential – Current Drivers Licence is essential |
|-------------------------------|---------------------------------------------------------------------------------------------------------|
| Experience:                  | Extensive knowledge of the local district and labour market requirements  
An understanding of the Job Services Australia system, in particular, servicing requirement and knowledge of support services available to jobseekers  
Knowledge of local referral agencies and other providers of complimentary programs  
A working knowledge of relevant awards and employer subsidies |
| Skills:                      | Proven ability to develop strong relationships with employers and industry representatives  
Highly developed written, oral communication, organisational and interpersonal skills  
Highly developed relationship marketing and customer service skills.  
Ability to work independently, exercising initiative.  
Well organised and able to plan for and prioritise multiple activities in a busy workplace environment.  
Highly developed understanding of privacy and confidentiality.  
Ability to impart knowledge to jobseekers and ensure all resumes are logical, comprehensive and well presented  
Capacity to work in high pressure situation with rigid timeframes.  
Analytical skills with the ability to analyse reports and communicate findings in a succinct and accurate manner and report on compliance performance. |
| Personal Attributes:         | Interpersonal, oral and written communication skills appropriate to the primary objectives of the role  
A willingness and capacity to learn on a continuous basis  
Ability to apply skills and knowledge outside the confines of the major role, to exercise initiative and to adapt to changing demands  
Able to work both autonomously and as a team member  
An understanding of and commitment to quality and customer services  
A non-judgemental and empathetic attitude and showing acceptance of people of diverse backgrounds  
Effective organisational and time management skills  
Capacity to provide leadership and gain the cooperation of others |

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**At MADEC We Value**

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**Trust, Honesty and Accountability**  
The upholding of trust, honesty and individual and organisational accountability in all we do and say.

**The behaviour:**

- Walks the talk
- Shows respect
- Is transparent
- Is accountable

**Two or three key actions to demonstrate in this role:**

- Communicates consistently, honestly, constructively and with good intent.
- Recognise, give credit to and respect our people for their contributions.
### Dignity and Respect
The right of each and every person to be treated with respect and dignity.

**The behaviour:**
- Supports team members and colleagues
- Builds relationships
- Energises others

**Two or three key actions to demonstrate in this role:**
- Treats colleagues and subordinates in a fair and equitable manner.
- Build relationships across the organisation.
- Relates easily with a wide range of diverse people

### Community
The spirit and ethos of community development and community well being.

**The behaviour:**
- Community focus

**Two or three key actions to demonstrate in this role:**
- Looks for opportunities to strengthen the communities we operate in

### Initiative and Creativity
The initiative and creative potential of individuals and the contribution they can make to MADEC.

**The behaviour:**
- Open to new ideas
- Shows initiative
- Adaptive

**Two or three key actions to demonstrate in this role:**
- Open to new ideas and processes
- Collaborate on changes and support ideas of others.

### Growth and Development
The professional growth and development of board members, management and staff that will enhance their skills, knowledge and experience.

**The behaviour:**
- Creates a picture of success
- Develops and coaches others

**Two or three key actions to demonstrate in this role:**
- Provides service, knowledge and experience to others.
- Provides a culture that supports continual learning.
**Quality and Continuous Improvement**
The development and delivery of high quality services to our clients and customers through continuous improvement and organisational development processes.

**The behaviour:**
- Understands the business
- Seeks opportunities for business benefit
- Thinks analytically
- Thinks conceptually

**Two or three key actions to demonstrate in this role:**
- Understands how the department works and contributes to business success
- Challenges the status quo
- Continually reviews processes to ensure best practice.

**Economic, Social and Environmental Sustainability**
The principles and practices of economic, social and environmental sustainability.

**The behaviour:**
- Understands the business
- Seeks opportunities for business benefit
- Thinks analytically
- Thinks conceptually

**Two or three key actions to demonstrate in this role:**
- Seeks opportunities to improve, quality and efficiency, safety, health and the environment
- Ensure safe working environment for employees by actively resolving safety issue in a timely manner.
- Being thoughtful about resource

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**Approved by:**

Name: Louise Williams
Position Title: Human Resources Manager
Date: 27/11/2013

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**Employee Acknowledgement:**

Name
Signature
Date