



POSITION DESCRIPTION

Position:	Reverse Marketing Consultant
Position Holder:	
Division:	JSA
Location:	Cranbourne
Supervisor:	Team Leader
Prepared by:	HR Manager
Approved by:	Operations Manager
Probationary Period:	3 months
Entitlements:	Company vehicle Superannuation Mobile telephone allowance
Packaging:	Packaging available (nb. FBT guidelines non profit sector)

STATEMENT OF DUTIES

PURPOSE

The Reverse Marketing Consultant is responsible for the direct marketing of Job Services Australia clients into targeted areas of employment, and sourcing appropriate vacancies. Working with clients both one to one and in a group setting, across the Monash Employment Services Area (ESA), the Reverse Marketing Consultant's performance will be evidenced by the successful placements of clients into vacancies. The Reverse Marketing Consultant will work closely with the client's JSA Employment Consultant to help them achieve realistic and achievable employment.

The successful candidate must be able to match employment opportunities with jobseekers' skills and abilities and have a determined and innovative approach to contacting, networking and building rapport with employers. Working to deadlines and meeting performance targets is an essential element of this position, as is self motivation, and a results oriented approach to work.

The appointee must comply with the Employment Services Deed 2009 – 2012 and maintain all client files and documentation in accordance with DEEWR requirements.

KEY RESPONSIBILITIES

1. Functional Responsibilities

- 1.1 Work with JSA clients who have been identified as work ready but require additional assistance/resources in order to successfully obtain employment
- 1.2 Work across nominated ESA's as directed by Echo Management
- 1.3 Market clients to employers for specific jobs by a variety of methods including, intensive cold canvass telephone marketing, cold canvassing letters, personal canvassing of employers where appropriate
- 1.4 Research labour market opportunities for clients
- 1.5 Secure job opportunities and work trial placements for clients
- 1.6 Liaise and develop strong networks with employers
- 1.7 Provide support to clients and monitor progress to ensure employment is maintained
- 1.8 Work collaboratively with Echo's professional team of employment consultants
- 1.9 Maintain accurate spreadsheets of clients being assisted
- 1.10 Work across different sites to assist allocated clients
- 1.11 Complete and submit monthly reports
- 1.12 Attend network meetings as required
- 1.13 Achieve all targets set by the organisation
- 1.14 Implement strong customer service principles and actions
- 1.15 Implement a team approach to service delivery

2. Record Management

- 2.1 Maintain files and records in accordance with DEEWR documentary evidence requirements and with QAS procedures
- 2.2 Assure confidentiality of client records at all times

3. Echo Requirements

- 3.1 Actively promote Echo's services to the community
- 3.2 Participate as a team member in meetings, planning, training, performance and evaluating programs
- 3.3 Participate in the ongoing development of Quality Assurance and OHS
- 3.4 Participate in internal audits
- 3.5 Clearly understand and adhere to the contractual requirements and conditions of the project
- 3.6 Adhere to Echo's organisational policies and procedures

ORGANISATIONAL RELATIONSHIPS

Number of employees reporting directly to you: 0
Number of employees within your team: 15
Number of clients serviced by your Division:

Internal Relationships

Employees include volunteers and work experience participants.
All staff is accountable to the Committee of Management.

External Relationships

Job seekers, workers and employers are customers of this service.

Working Relationships

Most Frequent Contacts	Frequency of Contacts	Nature / Purpose
JSA Project Manager & Team Leaders	Informal daily Formal weekly	Progress reporting and discussion Debrief and support Staff meetings
Operations Manager	Monthly	Performance monitoring
Chief Executive Officer	Quarterly	Organisational goals
JSA Team	Daily	Co-worker support Information sharing
Business Manager	As required	Information Sharing
Administration Manager	As required	Finance and staff entitlements
All Echo staff	As required	Team building
Centrelink	As required	Relationship building
Service Users	As required	Customer service standards
Community Sector	As required	Organisational profile
Lead Affiliations	As required	Sector information
Employer Groups	As required	Promotional

PERSON SPECIFICATION

KEY SELECTION CRITERIA

1. Experience or the ability to place disadvantaged Job Seekers, and/or people who have been long term unemployed, into employment;
2. Sound knowledge of the Australian labour market, recruitment trends, and employer expectations;
3. An innovative and determined approach to marketing and sales;
4. Proven competency in networking and building business relationships with employers, training organisations and community groups;
5. The ability to manage time, organise commitments and work independently;
6. Computer literacy including the Microsoft Office Suite, email and internet applications;
7. Be medically fit to undertake the duties of the position, hold a current Driver's License and be willing to undertake a Victorian Police records check;
8. Previous reverse marketing experience is a critical requirement;
9. Demonstration of well developed oral and written communication skills for presentations, meetings, Job Seeker advising and mentoring, marketing and record keeping;
10. A proven record of achieving organisational targets, K.P.I.'s and goals.

CONDITIONS OF EMPLOYMENT

I agree to abide by the rules and procedures of Echo Australia Inc and to participate in all selection processes established for the position for which I am applying. I understand that any information given will be in the strictest of confidence.

I agree that reference checks may be conducted with any of the referees I have identified and I agree to information about me being provided to Echo Australia by those people contacted for the purposes of confirming my previous work history and performance and my qualifications.

I agree to undergo a police records check or to provide a certified photocopy of my current police records certificate (no older than six months). I understand this information is completely confidential.

I understand that any misrepresentation of fact in my application for employment, either in writing or verbally, will mean that no offer of employment will be made, or such an offer will be withdrawn, or employment terminated.

Echo will operate in a non smoking environment.

Echo is an equal opportunity employer and values diversity.

Signed by Employee :.....**Date** :.....

Witnessed by Echo Australia Inc.....**Date** :.....