

Position Description

This position description is available in large print and other accessible formats upon request.

Position Title	Carer Marketing, Recruitment and Training Officer
Directorate / Service / Program	Family Support & Care Services / Care Services
Reports to	Team Leader Carer Assessment, Recruitment and Support
Location	Hamlyn Heights
Classification	Social, Community, Home Care and Disability Services Industry Award Level 5
Date Revised	April 2026

About Us

We are Meli, inspired by the word Meliorism. The belief that the world can be made better through human effort.

Meli is a Victorian not-for-profit organisation, offering a unique combination of services to support members of our community throughout their lifetime, from early childhood through to adolescence and adulthood.

Everyone faces challenges occasionally, and Meli is here to lend compassionate help, and to take a preventative and early response approach – no matter how big or small a problem.

Our Purpose: Supporting people, strengthening communities.

Our Vision: A fair, safe and inclusive community where everyone can thrive.

Our Values: Build Connection, Show Courage, Inspire Action, Celebrate Difference, Be Dynamic.

To learn more about Meli please visit our website www.meli.org.au

Position Overview

This role supports positive outcomes for children and young people by raising awareness of foster care and strengthening Meli's foster carer community. As part of the Care Services team, the role is responsible for delivering and continually improving targeted community engagement initiatives aligned with foster carer recruitment and retention priorities.

Leveraging strong local knowledge and regional networks, the role builds partnerships with councils, community organisations, businesses, health services and community members to deliver effective engagement activities and referral pathways. Acting as the subject matter resource for foster carer engagement and recruitment, the role provides specialist advice, supports consistent practice, and monitors and reports on recruitment and engagement outcomes.

The role contributes to campaign planning, messaging and evaluation, and works closely with Marketing and Communications to implement and assess events, PR and media opportunities. Flexibility to work outside standard business hours and the ability to manage competing priorities and stakeholders are essential.

Key Accountabilities

Duties of this position may include, but are not limited to the following:

- Be accountable for the delivery and continuous improvement of foster carer community engagement approaches across the region, ensuring activities are targeted, effective and aligned with foster carer recruitment priorities.
- Promote active community engagement through marketing activities, expos, events, information sessions, presentations and outreach initiatives that increase awareness of foster care and drive foster carer recruitment.
- Plan and deliver high-quality information sessions, presentations and events that educate, inform and inspire prospective foster carers.
- Build and maintain strong community partnerships by collaborating with local councils, community organisations, networks, neighbourhood houses, health services and other stakeholders to strengthen referral pathways and promote foster carer recruitment.
- Increase awareness of Meli's Foster Care Program across the Colac–Otway, Greater Geelong, Surf Coast and Queenscliff regions by leveraging strong local networks and community connections to expand Meli's reach.
- Work collaboratively with Meli's Marketing and Communications team to support and implement marketing campaigns, contributing specialist input, shaping consistent messaging, and supporting the development of marketing collateral and community engagement materials.
- Act as the primary subject matter resource for foster carer recruitment and community engagement, providing specialist, authoritative advice to internal stakeholders and supporting consistent practice and capability development across Care Services.
- Be accountable for monitoring, analysing and reporting on foster carer recruitment and engagement outcomes, using data, feedback and insights to inform planning, prioritisation and continuous improvement.
- Support market research, data collection and evaluation activities to strengthen evidence-based engagement strategies and recruitment approaches.
- Represent Meli professionally at community events, forums, expos and local celebrations.
- Work flexibly, including evenings and weekends, to meet community engagement and event requirements.

Organisational Accountabilities:

- Other reasonable duties as directed
- Apply Meli's quality and risk management frameworks
- Understand and comply with the standards of a child safe organisation in both practice and culture
- Active involvement in professional development to build knowledge and skills

- Make decisions following the values, and the relevant standards, practices, policies, procedures, regulations, industrial instruments and legislation

Qualifications, Skills, and Experience

- Relevant qualification in Marketing, Communications, Community Engagement, Social Services or a related field, or equivalent experience.
- Knowledge of Victoria's Out of Home Care system and the needs of children, young people and foster carers.
- Strong communication and stakeholder engagement skills, with demonstrated experience delivering community engagement activities, events or campaigns.
- Well-developed organisational and time management skills, with the ability to manage competing priorities and work both independently and collaboratively.
- Competence using digital communication tools, including social media platforms and Microsoft Office applications.

Other requirements of the role

All employees must undergo and maintain a range of satisfactory checks as a condition of employment. These include:

- Working with Children Check
- National Coordinated Criminal History Check (NCCHC)
- International Police Check (if required)
- Have the right to work in Australia

Key Stakeholders

- Meli employees
- Meli Carers
- Community members
- DFFH
- FCAV

Physical requirements & Environmental Conditions of the role

Meli is committed to creating inclusive spaces that are accessible for everyone by reducing and/or removing barriers through reasonable adjustments.

The following table shows the physical and psychological work environment characteristics that have been identified as part of this role. Where possible, Meli will make reasonable adjustments to support individuals to succeed in their roles.

Required Activities / Working Environment	Frequency
Computer based tasks, sedentary position, office based	Often
Repetitive manual tasks	Sometimes
Working in buildings which may have stairs <i>(Reasonable adjustments can be made)</i>	Often
Driving, in & out of vehicles <i>(If driving is required, must hold current Victorian Driver Licence)</i>	Often
Bending, lifting, pushing, pulling	Sometimes
Working alone or at a co-located site	Often
Confrontational/confronting situations <i>(Due to the nature of our work, there may be times when staff are exposed to content, behaviour, language and/or situations that can be confronting)</i>	Sometimes
Working outside in differing weather conditions	N/A
Working on-call and/or after hours	Often
Attending external locations including client homes	Often

Inclusion Statement

Meli is committed to being a place where everyone has a sense of belonging.

We embrace the unique perspectives and experience of our people and our community, and their voice is at the heart of our values and decision making.

We aim to be courageous as we learn, grow, and evolve as an accessible, inclusive and safe organisation for people of all identities.

We are working to create a team of people who reflect the diverse community we support. Aboriginal and Torres Strait Islander, LGBTQIA+, culturally diverse people, those living with a disability, and those looking to return to the workforce following a break in their career, are encouraged to apply for our roles.

Child Safety Statement

Meli is committed to child safety in every aspect of the organisation. We take deliberate steps to protect children from physical, sexual, emotional, and psychological abuse and neglect. Our organisation fosters openness to create a culture in which everyone – staff, parents, carers, and children – feel confident, enabled, and supported to safely disclose child safety or wellbeing concerns.

We have zero tolerance of any abuse or maltreatment of children. We are committed to ensuring children and young people are able to actively participate in decisions that affect their lives.

We understand our legal and moral obligations to treat any child safety concerns seriously. We report any allegations and wellbeing concerns to authorities. We are

committed to the cultural safety of all children and young people. This includes providing a safe environment for children and young people with a disability, who are Aboriginal and Torres Strait Islander, from culturally and/or linguistically diverse backgrounds or who identify as LGBTQIA+,

Meli's policies and practices promote the safety and wellbeing of children and establish an effective, consistent approach to prevent, respond to and encourage the reporting of allegations of child abuse and harm.

All children, their families and carers should feel welcome at Meli, including feeling able to express their identity and raise concerns about their own or others' safety.

Employee Declaration

I have read and understood this Position Description and in signing this document agree that I can fulfill all the requirements of the position described in this document. Additionally, I agree to notify management immediately of any change in my capacity to meet any of the requirements outlined in this Position Description.

Name:	Signature:	Date:

Note: The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.