



## UNITED SERVICES UNION

### POSITION DESCRIPTION

Position	Membership Recruitment Officer - Canberra
Reports to	Manager Energy & Private Sector
Division	C&A
Grade	2/5 TO 3/4
Effective date	September 2022
Hours	35 HPW
Roster System	9 day fortnight

#### ORGANISATIONAL AND PURPOSE CONTEXT

This position is responsible for the planning, development, coordinating and implementation of recruitment and marketing strategies ensuring the ongoing viability of the Union. The position will be responsible for the gathering and mapping of sites, and information dissemination to promote a favourable view of the Unions', products and services and entice new membership. The Position will assist organisers and managers enhance membership participation through the marketing and recruitment of potential members, and representing the interests of those members in the industrial arena.

#### KEY SELECTION CRITERIA

##### ESSENTIAL CRITERIA

- The ability to organise, recruit and plan campaigns within an industrial framework.
- Knowledge of site mapping, marketing, and recruiting principles within an industrial context.
- A contemporary knowledge of awards and industrial relations legislation impacting on members.
- Demonstrated commitment to the principles of trade unionism.
- Completed Union Delegates Training course.
- Excellent communication and persuasive interpersonal skills.
- Computer literate with intermediate skills in word, excel, and electronic mail systems.
- RTA class C driver's license.
- Well developed research skills and administration experience.
- Demonstrated understanding of and ability to deal with equal employment opportunity, discrimination, and harassment issues.
- Demonstrated ability in preparation of correspondence, reports, and marketing material.

##### DESIRABLE CRITERIA

- The ability to analyse and resolve industrial conflict.
- Previously held or having completed 3 months secondment to an Organisers position.
- Tertiary qualifications in industrial relations, marketing/advertising or human resource management.

##### RELEVANT POSITION INFORMATION

- This position is located at the Canberra office servicing designated areas.
- The position requires a flexible approach to working hours to respond to the needs of members.

- The position operates on 35 hours per week and is subject to a nine (9) day fortnight roster period.

#### **WORK HEALTH AND SAFETY RESPONSIBILITIES**

Must take all reasonable measures to ensure the health, safety and welfare of fellow employees and members under their control and ensure that operations in their area comply with the Work Health and Safety Act 2011 and its associated legislation, and with the requirements of WorkSafe ACT.

#### **EQUAL EMPLOYMENT OPPORTUNITY RESPONSIBILITIES**

Must take all reasonable measures to ensure the prevention of bullying, harassment or discrimination of members and fellow employees and ensure compliance with Equal Employment Opportunity legislation and any relevant Policy and or Codes of Conduct.

#### **DUTIES**

- Follow the directions of the General Secretary.
- Work within a trade union and industrial context to bring about change and improve and protect members working conditions.
- Persuade employees to join the Union and advise and encourage members to participate in the union.
- Ensure accurate membership and mapping records are maintained for relevant areas.
- Design and implement a workplace visits program, within parameters set by the organisation.
- Write letters, bulletins, or other marketing material.
- Address workplace or delegate meetings and play an active role in ensuring effective communications between the Union and its members.
- Participate in developing and implementing team strategies and work plans and assist with the implementation of Union campaigns.
- Advise organisers and management on campaign and advertising strategies to reach target markets, creating membership awareness.
- Plan and organize publicity campaigns and material to create favourable publicity.
- Analyse the findings of mapping exercises and plan appropriate campaigns.
- Interpret and predict current and future membership trends.
- Follow policies and procedures relating to WH&S grievances, anti-discrimination and sexual harassment to ensure a positive and fair working environment.

#### **COMPETENCIES**

These competencies encompass all competencies associated with the USU salary system progression rules.

<b>Competency Code</b>	<b>Unit of Competency</b>
	<b>Common Units</b>
	<b>Communication</b>
BSBCM405A	Analyse and present research information
	<b>EEO</b>
BSBCM315A	Work effectively with diversity
	<b>WH&amp;S</b>
BSBCM211A	Participate in workplace safety procedures
BSBCM311A	Maintain workplace safety
BSBCM109A	Follow environmental work practices
BSBCM215A	Participate in environmental work practices
	<b>Services</b>
BSBCM208A	Deliver a service to customers
BSBCM209A	Provide information to clients
BSBCM216A	Create customer relationship
BSBCM217A	Process customer feedback
BSBCM310A	Deliver and monitor a service to customers
BSBCM409A	Promote products and services
BSBCM410A	Coordinate implementation of customer service strategies

Competency Code	Unit of Competency
BSBCM414A	Undertake marketing activities
BSBCM418A	Address customer needs
	<b>Training</b>
BSBCM312A	Support innovation and change
BSBCM419A	Manage projects
	<b>Work Practices</b>
BSBCM108A	Develop keyboard skills
BSBCM202A	Organise and complete daily work activities
BSBCM204A	Work effectively with others
BSBCM205A	Use business technology
BSBCM206A	Process and maintain workplace information
BSBCM213A	Produce simple wordprocessed documents
BSBCM214A	Create and use simple spreadsheets
BSBCM306A	Produce business documents
BSBCM318A	Write simple documents
BSBCM402A	Develop work priorities
	<b>Advertising</b>
BSBADV401A	Profile a target audience
BSBADV402A	Conduct pre-campaign testing
BSBADV501A	Develop a creative concept
BSBADV503A	Coordinate advertising research
BSBADV504A	Create advertisements
	<b>E-Business</b>
BSBEBUS301A	Search and assess online business information
BSBEBUS302A	Use and maintain electronic mail system
BSBEBUS308A	Maintain online business records
BSBEBUS401A	Conduct online research
	<b>Frontline Management</b>
	<b>Work Teams</b>
BSBFLM304A	Participate in work teams
BSBFLM312A	Contribute to team effectiveness
BSBCM404A	Develop teams and individuals
	<b>Workplace Planning &amp; Management</b>
BSBFLM305B	Support operational plan
BSBFLM405B	Implement operational plan
	<b>Systems &amp; Processes</b>
BSBCM412A	Promote innovation and change
	<b>Legal Service</b>
	<b>Advocacy</b>
CHCCD11A	Provide advocacy and representation (non tribunal based)
	<b>MARKETING</b>
BSBMKG301A	Research the market
BSBMKG302A	Identify marketing opportunities
BSBMKG304A	Assist with market research
BSBMKG401A	Profile the market
BSBMKG402A	Analyse consumer behaviour for specific markets
BSBMKG403A	Analyse market data
BSBMKG405A	Implement and monitor marketing activities
	<b>Specialist Administration</b>
BSBADM305A	Create and use databases
BSBADM306A	Create electronic presentations
BSBADM403A	Develop and use complex databases
BSBADM404A	Develop and use complex spreadsheets

Competency Code	Unit of Competency
BSBADM405A	Organise meetings
BSBADM407A	Administer projects
BSBADM502A	Manage meetings
BSBADM506A	Manage business document design and development
	<b>Unionism</b>
BSBUN401A	Develop and implement an organising plan
BSBUN402A	Empower members
BSBUN403A	Communicate with workers
BSBUN404A	Promote equality of opportunity and fair treatment for all members
BSBUN405A	Promote the values, principles and policies of the union
BSBUN406A	Undertake bargaining
BSBUN407A	Provide advice to union members and undertake negotiations
BSBUN501A	Develop, manage and review campaigns and projects
BSBUN505A	Develop, implement and manage union policy
BSBUN506A	Coordinate research and analysis

#### SIGNATURES

Job Occupant: \_\_\_\_\_

Date: \_\_\_\_\_

Divisional Manager: \_\_\_\_\_

Date: \_\_\_\_\_