

<b>Position title</b>	<b>Community Engagement Officer</b>
<b>Company</b>	Pine Rivers Community Finance Ltd
<b>Direct Reports</b>	No

### Our culture and values

We have a clear strategy and important work in place to become Australia's bank of choice.

Our values of **teamwork, integrity, performance, engagement, leadership** and **passion** are at the core of who we are and form the expectation of the behaviours we adopt every day.

We strive to have a culture that drives balanced outcomes; is open and informed for disciplined execution; that celebrates and recognises success; and where the sum is greater than its parts. To achieve this, we focus on four critical behaviours: **act commercially; move fast to help customers achieve their goals; recognise people for their impact; and actively challenge the status quo.**

Together, we're creating a culture we can continue to be proud of; one that will help us reach new heights.

### ROLE PROFILE

We are a community bank – built by the community for our local community.

We deliver the full range of traditional banking services, but unlike traditional banks, our profits are returned to the local community through grants, sponsorships, donations and shareholder returns.

Pine Rivers Community Finance Ltd (PRCF) owns and operates Community Bank Samford (part of Bendigo Bank).

Our banking team are local, caring and committed to our local community and the growth of local businesses. Community banking is based on a 'profit-with-purpose' model, which means up to 100% of our profits are returned directly to the community that has generated them.

We do this by providing grants and sponsorships to schools, community groups, sporting clubs and not for profits for all those little projects that make living and working in our community the best place to be. We were built by local shareholders, and they also receive a dividend each year based on profits. From empowering people with a disability, to realising a business dream, to helping save young drivers' lives, Community Bank Samford, part of Bendigo Bank, makes a big impact.

### THE PURPOSE OF THE ROLE

The Community Engagement Officer will play an important role in driving relationships and continued engagement between the branch and the communities we operate in, with the purpose of creating brand awareness and in turn demand for our in-branch experiences and digital channels. Under the leadership of the Senior Branch Manager (SBM) and working closely with the branch team, the aim of this role is to support business growth, to increase profits returned to the community.

To be successful in the role, you will have the following attributes:

- Ability to coordinate and manage our community engagement strategy by attending local events, meeting with community groups, clubs and key stakeholders to drive relationships.
- Social media and local marketing activation skills. These play a pivotal role in creating awareness and connection with the local community. You will be responsible for ensuring our marketing team deliver on their commitments.
- Relationship building within our identified growth corridor, to assist the team to build a pipeline of new prospects and opportunities.
- An understanding of the local communities of Samford, Pine Rivers, Narangba and surrounding areas. Ideally you will live locally.

<b>What you're accountable for</b>	
<b>Administration</b>	<ul style="list-style-type: none"> <li>• Review and distribute incoming correspondence, including emails.</li> <li>• Monitor responses and follow up on outstanding matters. Coordinate with appropriate departments, organisations, individuals to address inquiries or requests.</li> <li>• Update spreadsheets, databases, and inventories with statistical, financial and non-financial (anecdotal) information.</li> <li>• Prepare reports as required, utilising data gathered in SharePoint.</li> </ul>
<b>Social Media and Digital</b>	<ul style="list-style-type: none"> <li>• Oversee the development and management of a pipeline of engaging social media that equally promotes our brand, products and our Bank and community values, in conjunction with PR Team and SBM.</li> <li>• Liaise with marketing agency weekly to ensure relevancy, accuracy and delivered as per contact.</li> <li>• Create engaging content for in-branch screens that prompts customer-initiated questions and conversations.</li> <li>• Ensure websites are up to date and stories are relevant and current.</li> </ul>
<b>Community Engagement</b>	<ul style="list-style-type: none"> <li>• Proactively seek to understand the objectives of our customer, community, and partners by attending and supporting local community and not-for-profit initiatives.</li> <li>• Identify opportunities for the branch to growth a pipeline of new prospects.</li> <li>• Liaise with various sponsorship partners to ensure agreements are in place, respond to queries, monitoring deliverables including correct marketing collateral is supplied and utilised.</li> <li>• Manage sponsorship database in SharePoint for reporting purposes.</li> <li>• Track and report on community engagement metrics.</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• Work with our PR team and in branch CRM's to create engaging content from approved platform to build our community engagement and brand.</li> <li>• Organise marketing material eg. Brochures, banners, merchandise, signage, as required, ensuring it is prepared on time for events and community engagement activities.</li> <li>• Conduct annual review of all promotional material, signage and other collateral in the community to ensure it meets current brand requirements.</li> </ul>
<b>Event Management</b>	<ul style="list-style-type: none"> <li>• Plan and organise events that support the company's overall marketing strategy, liaising with SBM, CRM's and PRCF Board administration.</li> <li>• Coordinate logistics, secure venues, and manage event budgets. Ensure that events are inclusive, accessible, and promote community participation.</li> </ul>

<b>Your knowledge, skills and experience</b>	
<b>Knowledge &amp; skills</b>	<ul style="list-style-type: none"> <li>• Strong customer service and customer experience ethos.</li> <li>• Ability to drive and maintain effective working relationships and networks.</li> <li>• Excellent interpersonal, written and communication skills.</li> <li>• Excellent time management and organisational skills.</li> <li>• Experience in marketing and managing social media pages.</li> <li>• Ability to work independently and unsupervised.</li> <li>• Project or event management experience is highly regarded.</li> <li>• Previous community engagement/not for profit experience highly regarded.</li> <li>• Excellent PC skills with knowledge and experience in digital platforms and creative/editing tools</li> </ul>
<b>Relevant experience</b>	<ul style="list-style-type: none"> <li>• Community focus – cultivating strong relationships within the communities of Samford, Pine Rivers, Naranga, and surrounding areas.</li> <li>• Marketing – planning, creating, communicating, and delivery of content.</li> <li>• Event Management – successful event planning and execution.</li> <li>• Administrative support – provide timely and accurate administrative support to meet the needs of all relevant stakeholders</li> </ul>

<b>Your core relationships</b>
Direct reports: Nil Reports to: Senior Branch Manager Internal: Marketing, PR agency, CEB Board chair External: Community groups; key stakeholders (e.g. local small businesses, Not-For-Profits); partners (Community Bank Boards; Community Enterprise Foundation; Sponsorship groups); Local government or Council (in certain locations)

<b>Your qualifications and certifications</b>
Driver Licence

<b>Key people capabilities</b>	
<b>Relationships</b>	<b>Results Focus</b>
<b>Communication</b>	<b>Partnering</b>

<b>People capability profile</b>			
<b>Relationships</b>	<b>Results Focus</b>	<b>Grow Self</b>	<b>Role Expertise</b>
Builds and maintains productive relationships with trust and integrity. Works collaboratively and is open to the perspectives of others.	Sets and manages relevant goals. Is mindful of and responds to the business environment. Asks for help and reviews for learning.	Grows knowledge, is curious and proactively applies learning. Builds resilience and is mindful of impact on others.	Maintains role-specific standards and applies knowledge, skills and experience on-the-job.
<b>Advanced</b>	<b>Advanced</b>	<b>Foundational</b>	<b>Intermediate</b>
<b>Communication</b>	<b>Execution</b>	<b>Grow Others</b>	<b>Customer Focus</b>
Effectively expresses thoughts, ideas and information. Actively listens and adapts communication style. Engages, influences and connects to our purpose to tell our story.	Makes well-considered decisions, plans and delivers quality outcomes. Problem solves and acts with integrity. Holds self and others accountable.	Develops others by sharing feedback, recognising and celebrating outcomes. Connects with others to guide, empower and inspire.	Identifies customer goals, makes relevant recommendations and takes appropriate timely action. Collaborates across the business to deliver best outcomes for the customer.
<b>Advanced</b>	<b>Intermediate</b>	<b>Foundational</b>	<b>Intermediate</b>
<b>Partnering</b>	<b>Innovation</b>	<b>Future Ready</b>	<b>Commerciality</b>
Acts with intent to build sustainable partnerships with customers, community and stakeholders to deliver shared value and achieve business outcomes.	Constructively challenges the status quo and offers alternatives. Seeks to improve ways of working and is open to new ideas and experiences.	Exchanges and respectfully challenges perspectives and approaches. Anticipates, embraces and promotes change to achieve our vision for today and tomorrow.	Applies understanding of finance, risk, people and customer for decision-making to deliver business sustainability. Takes appropriate risks and acts in the best interest of the Bank.
<b>Advanced</b>	<b>Intermediate</b>	<b>Foundational</b>	<b>Foundational</b>

<b>Role motivators</b>	
<b>Autonomy</b>	Being independent, self-sufficient.
<b>Stability</b>	Preferring routine work, with clear processes and guidelines.
<b>Belonging</b>	Being able to relate to and identify with others, building meaningful connections; working in a supportive environment.