



BEYOND THE BELL

Positive Transitions to School: 'Superheroes Campaign' Contract Worker

Request for Expression of Interest to carry out the following work: Planning and Implementation of the 'Superheroes Campaign'

Positive Transitions to School Project

Beyond the Bell Great South Coast Ltd has been successful in securing funds from The Ian Potter Foundation for the Positive Transitions to School Project. This project aims to reduce the barriers to school readiness for all children in the Great South Coast, thereby improving school engagement and attainment.

There are two parts to this project:

1. Stepping Stones to School – scale out to Southern Grampians, Corangamite and Moyne Shires over three years. This element works directly with vulnerable families and model the successful Glenelg 'Stepping Stones to School' pilot to increase inter-agency collaboration, improve relationships with families and improve access to early intervention where needed.
2. Development of the Superheroes Awareness Campaign. This element aims to disseminate key messages to inform parents/carers on factors affecting school readiness, and how to help their children and seek support if concerned.

This position will focus on the development & delivery of the Superheroes Awareness Campaign which aims to inform parents and carers about the specific elements of Australian Early Development Census (AEDC) and its role in supporting positive transitions of children to school. Through the use of animation and easy to read supporting material it will describe the individual characteristics of each of the AEDC domains translating them into accessible "Superheroes" which engage children and parents alike. A series of supporting posters and information materials will be produced to assist parents to support their child's development against these domains.

Key responsibilities and project deliverables

- Liaise with the Regional Strategic Committee for the project and the steering committees in each local government area along with key Stepping Stones partners to refine the message and requirements of the "Superheroes" campaign brief.
- Define and manage the milestone schedules to ensure the development & delivery of high quality campaign materials throughout development.
- Develop a clear Expression of Interest process to recruit appropriate professionals to develop a campaign that reaches and influences the target audience with the right content in the right format through the right channels.

- Commission graphic and animation content from suitably qualified and experienced designers and animators which meet project budgets.
- Collaborate with creative design team/s to produce strategically targeted, engaging and integrated “superheroes” campaign including animation and supporting information for parents
- Oversee the testing of draft campaign with parent and children target audiences (identified by the Steering Committee in each LGA) and modify where required based on feedback.
- Ensure message consistency through appropriate channels and tools.
- Ensure that all stakeholders impacted by the campaign are informed and consulted at appropriate times during campaign development.
- Ensure a high quality campaign is developed & delivered according to budgetary constraints and project timelines.
- Disseminate campaign resources to identified stakeholders across the great south coast region
- Provide regular updates & recommendations to the project Regional Strategic Committee as to progress of the campaign
- Support the evaluation of the success and reach of the campaign according to project KPI’s.

Skills required

Essential:

- Project management and program design
- Strong verbal and written communication skills
- Self-directed work ethic alongside strong team work skills
- Effective networking and collaboration skills
- Effective community and stakeholder engagement skills
- An understanding of the elements of the Australian Early Development Census and its role in supporting positive transitions of children to school

Desirable:

- An eye for detail
- An understanding of key design elements
- Program evaluation

Fee

Fixed fee to max. \$20,000

NB: dates are a guide and will be confirmed on contract negotiation.

Payment Schedule:

- 10% upon receipt of signed contract engagement and initial inception meeting – second week of April 2021.
- 10% on completion of program logic, work plan, implementation plan including timeline scope; review of KPI’s and external evaluation plan to incorporate key element of this work in the work plan: mid May 2021.
- 20% on completion of signed engagement of animation professional/s and campaign resource development expert, scope and timelines of work documented, engagement plan for key target audiences for campaign and dissemination of resources: Second of May, 2021.
- 30% on completion of testing of all campaign materials: First week of September, 2021.

- 30% on completion of all campaign deliverables: “superheroes” campaign including animation, supporting information for parents, agencies, stakeholders, all materials disseminated as required: 22 December, 2021.

Project Timelines and key target dates:

- Commencement date: (negotiable) Preference is by no later than second week in April 2021.
- Completion date: 22 December 2021

NB: Project timelines are tight and will need to be managed well.

Requirements:

- A current driver’s license and vehicle
- A satisfactory National Police check or the provision of a current National Police Record Check and Working with Children Check (at own cost)

Location of performance of services

Unless otherwise requested, you will undertake the majority of the work in your own office; however, regular face to face meetings and consultation will be required in various locations.

Accountability and Extent of Authority

Accountability is to the BtB Executive Officer for meeting the contract requirements, for ensuring that all work is carried out to a high standard and within the required time frames, and for the positive promotion of Beyond the Bell to community groups and organisations.

For further details please contact the Executive Officer: Kate Roache. Mobile: 0491722069 or eo@btb.org.au

EXPRESSION OF INTEREST PROCESS

Due by COB 23 March, 2021.

Email your expression of interest to Kate Roache: Executive Officer, Beyond the Bell Great South Coast Ltd eo@btb.org.au

Please include the following:

- A brief outline of your professional experience related to the work and skills required
- An outline of your availability and capacity to meet tight deadlines
- Names of three professional referees/clients you have worked for with a similar brief
- Copy of current Professional Indemnity and Public Liability certificate.