

POSITION TITLE

Communications Officer

AWARD

Social, Community, Home Care and Disability Services Industry Award 2010

Classification: Level 3 – 4 (subject to experience and qualifications)

Salary packaging available

POSITION HOURS, EMPLOYMENT STATUS AND LOCATION

This position is a [part-time position \(0.60 EFT\)](#), [fixed term until June 2021](#). Subject to confirmation of funding, the position may be extended. The position is ordinarily based at 47 Myers St, Bendigo, but currently working from home.

REPORTS TO

Health Promotion and Communications and Engagement Manager

VISION

Health, wellbeing, and equity for women of the Loddon Mallee region.

PURPOSE

The health, wellbeing, and equity of Loddon Mallee Women.

VALUES

Respect, Courage, Diversity.

MISSION

To foster a culture of gender equity that underpins health and wellbeing for women within the Loddon Mallee region.

INTRODUCTION

WHLM was established in 1978 as the regional women's health service in the rural Loddon Mallee region. We are a not for profit health promotion charity run by women for women. Working within a feminist framework WHLM addresses the cultural and structural causes of gender inequalities impacting the health and wellbeing of women in the regional, through research, advocacy for systemic change, training, and external capacity building. Our priority action areas are to advance Gender Equality, Prevention of Violence against Women, and to improve Women's sexual and reproductive health. WHLM encompasses the municipalities of Macedon Ranges, Mount Alexander, Central Goldfields, Bendigo, Loddon, Campaspe, Gannawarra, Buloke, Swan Hill and Mildura.

POSITION SUMMARY

The Communications Officer, in conjunction with the Communications and Engagement Manager, holds the responsibility for the developing and implementing digital strategies and create engaging, shareable content for our key portfolios of;

- Gender Equality
- Prevention of Violence against Women
- Sexual & Reproductive Health

ROLE OBJECTIVE:

You will join our existing health promotion team at Women's Health Loddon Mallee which works in gender-based primary prevention and health promotion, including:

- Develop and implement digital strategies and create engaging, shareable content for our Health Promotion portfolios that will: engage and expand our supporters; amplify our voice and profile; building understanding of the impacts of gender inequality in our region.
- Develop and implement a communications strategy for WHLM
- Build and manage online and digital activities to support and enhance WHLM's communication capacity, presence, and effectiveness
- Undertake other duties as part of the integrated Health Promotion team as required.

All our work is underpinned by our values of respect, courage and diversity and works toward our vision of *"Health, wellbeing and equity for women of the Loddon Mallee region"*.

To work in a collaborate manner as an integrated part of the WHLM Primary prevention health promotion team.

ORGANISATIONAL RESPONSIBILITIES

- Promote activities and programs in accordance with Women's Health Loddon Mallee Vision and Purpose.
- Model and promote Women's Health Loddon Mallee Values in the workplace
- Adhere to Women's Health Loddon Mallee Code of Conduct, ensuring professional conduct is always maintained
- Comply with all legislative requirements relevant to the position
- Comply with policies, procedures, systems, and processes of Women's Health Loddon Mallee
- Intellectual Property remains the sole property of Women's Health Loddon Mallee, unless otherwise authorised and confirmed in writing
- Undertake and promote safe work practices and procedures in accordance with WHLM OH&S Policy
- Ensure Equal Opportunity principles are followed
- Women's Health Loddon Mallee are commitment to the safety and wellbeing of children and young people.

HEALTH PROMOTION

- Contribute to and undertake health promotion training as required.

CONFIDENTIALITY

- Ensure organisational, staff and client confidentiality are always maintained.

INTERNAL AND EXTERNAL RELATIONSHIPS

The Communications Officer is expected to develop and maintain effective communication networks and working relationships both internally and with key external stakeholders.

Internal Liaisons	CEO, Business Manager, Health promotion team, staff, students, and volunteers
External Liaisons	As directed

KEY RESPONSIBILITIES

- Develop and implement digital engagement strategy
 - Mapping out existing project content (research and web content) and identifying how it can be repurposed across digital assets/ channels
 - Planning content themes and staging/ timing for campaigns
 - Testing campaign messages and calls to action and identifying the best ways to engage
 - Identifying targets and measures to evaluate impact and improve stakeholder engagement
- Implement the digital strategy, including:
 - Planning, writing, and publishing high quality social and digital media content for multiple channels/ platforms that effectively engages target audiences, promotes key messages, generates discussions, and motivates people to act
 - Identifying and engaging with key media and advertising stakeholders who can expand reach including trade press, consumer media and influencers
- Scope further opportunities to strengthen and expand the project's digital engagement
- Contribute to the promotion of training/workshops, publications, and other HP activities
- Implement WHLM marketing and communications activities
- Contribute to the development and maintenance of WHLM website
- Produce and edit images and video content for digital channels
- Undertaken daily digital communications tasks, including but not limited to regular posting/ responding on social media, live tweeting, implementing social media campaigns/ promotions, electronic direct mail, writing/ updating web content
- Create shareable digital asset 'kits' for campaigns
- Support team members to develop a more effective digital presence across our focus areas
- Provide support for project events, including planning, coordination, and evaluation, as required

COLLABORATION AND TEAMWORK

- Actively participate as a member of the Health Promotion team and work collaboratively to achieve team and organisational goals.
- Participate in staff and team meetings and staff development.
- Participate in organisational planning.
- Assist with preparing materials and tools for conducting health promotion training/workshops

MONITORING & REPORTING

- Ongoing monitoring of communication activities
- Collect data as required

PURPOSE OF ROLE

- Seeing the need and getting onto it

- Design and delivery of a communication strategy
- Working with Health promotion team to deliver community engagement

PERSON SPECIFICATION

ATTRIBUTES AND QUALITIES

- Action orientated – makes things happen, gets things done and makes progress in a resourceful way
- Ability to operate flexibly - in both a planned and responsive mode

ROLE MOTIVATIONAL FIT

- Enjoys working with people - likes working with a wide range of people, partners, and stakeholders
- Problem solving skills

WORKPLACE CULTURAL FIT

Contribute to the cultural fit of WHLM by actively displaying our values.

Behaviour examples include:

Respect

- Invite others' perspectives and encourage dialogue.
- Seeks input from co-workers on projects that affect the team.
- I am mindful of other people's time.
- I treat my colleagues with respect and compassion by responding when appropriate in a timely and professional manner.
- I give feedback in a respectful and daring way.

Courage

- The courage to act or take initiative.
- I stay aligned with my values when facing tough decisions.
- I am willing to rumble on tough decisions.
- I lean into difficult conversations, meetings, and decisions.
- I take risks, even when the outcome is uncertain.

Diversity

- Promotes inclusiveness by acknowledging differences.
- I help develop skills, attitudes and competencies that will help WHLM identify and meet the diverse needs our region.
- Acts without bias
- Is aware of cultural and intersectional differences
- Encourages a range of ideas, perspectives, and styles – knows there is more than one right way to do things.

FEMINIST ORGANISATION

Wants to work within a feminist framework. WHLM are committed to a rights-based approach in advocating for women. WHLM focus on the role of gender regarding traditional roles and stereotypes that lead to disadvantage, discrimination, and violence against women. WHLM are invested in advocating for positive change for all women and girls across the Loddon Mallee Region.

KEY SELECTION CRITERIA

Mandatory

- Tertiary qualifications in marketing, public relations, communications, or other relevant discipline, with three to five years' experience in marketing, communications and/or campaigning
- Demonstrated strong writing skills, including exceptional accuracy and attention to detail
- Proven ability to develop and implement strategic and effective digital marketing/engagement strategies and/or campaigns to achieve outcomes
- Demonstrated experience creating compelling content for web/digital platforms
- Demonstrated experience using digital platforms, including use of email, websites (Word Press), social media, content management systems, scheduling software and digital analytical tools for monitoring and reporting
- Graphic design, image and video production and editing skills
- Demonstrated ability to build and maintain relationships with stakeholders
- Demonstrated understanding of gender equity and the prevention of violence against women
- Proven ability to manage your time effectively and organise your work to tight deadlines while maintaining attention to detail.

Desirable

- Understanding of and experience in implementing communications strategy
- Experience in community organising and/or mobilisation

CONDITIONS OF EMPLOYMENT

- Salary and conditions as per the Award, reflecting skills and expertise
- Full salary packaging available
- Ability to work flexible hours and travel occasionally across the region
- Current drivers' licence
- Confidentiality on all issues relating to the Service, Service users and colleagues must always be maintained

HOW TO APPLY

Applications addressing the key selection criteria, outlining your experience and qualifications, and contact details for three referees are to be received by **9.00 am on Monday 28th September 2020** and will be treated in the strictest confidence.

Women's Health Loddon Mallee is committed to achieving a diverse workforce and strongly encourage applications from Aboriginal and Torres Strait Islander people.

Applications are to be submitted by email, attention to WHLM Chief Executive Officer, Tricia Currie.

EMAIL application to: whlm@whlm.org.au

MORE INFORMATION

For general information about Women's Health Loddon Mallee please visit www.whlm.org.au

For information about the Communications Officer position please contact Makenna Bryon (Communications & Engagement Manager) on 03 5443 0233 or by email to mbryon@whlm.org.au