

## POSITION DESCRIPTION

<b>Position Title:</b>	<b>Communications Officer</b>
<b>Classification:</b>	Level 3 Year 1-3 (Dependant on experience)
<b>Term of Contract:</b>	Ongoing position (subject to ongoing program funding)
<b>Hours of Work:</b>	Up to 15.2 hours per week (0.4 EFT)
<b>Location:</b>	Women's Health Goulburn North East (WHGNE), Wangaratta
<b>Reports to:</b>	Chief Executive Officer
<b>Internal Relations</b>	The position works closely with both the administration and management teams. It also manage social media volunteers, interns and/or students as applicable
<b>External Relationships:</b>	Media contacts, communication suppliers (design, print, etc.), service providers & WHGNE stakeholders
<b>Employment Conditions:</b>	<ul style="list-style-type: none"> <li>• Salary and conditions are as per the WHGNE Employee Collective Agreement.</li> <li>• The position is subject to satisfactory completion of a 6 month probation period.</li> <li>• Motor vehicles are available for work related duties.</li> <li>• Salary packaging available</li> <li>• A fortnightly flexi time can be worked within ordinary hours</li> </ul>
<b>Date Approved:</b>	September 2019
<b>Application Process:</b>	All applications must address the Selection Criteria included in this Position Description. Applications should be forwarded to Amanda Kelly Chief Executive Office by midnight on Sunday 29 <sup>th</sup> September via: E: <a href="mailto:a.kelly@whealth.com.au">a.kelly@whealth.com.au</a> or 57 Rowan Street, Wangaratta, VIC, 3677

## ORGANISATIONAL CONTEXT

WHGNE is a dynamic, independent, feminist organisation committed to improving the health, safety and wellbeing of women in the Goulburn Valley and North East Victoria. We are dedicated to promoting the health outcomes of all women, and to improving the delivery of health and community services for women in our local community. We acknowledge and affirm the diversity, capability, strength, and resilience of women, and work to build on these strengths to achieve safer, fairer and more equitable social, environmental and economic outcomes for women.

To achieve this goal, we:

- Research women's experiences of health to raise awareness, change attitudes, and influence service response.
- Are alert to the political environment, and work to uphold and advance women's rights by influencing policy and planning.
- Provide professional training and education to develop skills and resources that empower local women, communities and service providers.
- Implement a range of integrated health promotion activities across the Ovens-Murray and Goulburn Regions.
- Work in strong collaboration with women, organisations and communities

## **POSITION OBJECTIVE & OVERVIEW**

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The position sits within the administration area of WHGNE. It supports the adoption and embedding of the Communication Strategy which is aligned with the organisation's Strategic Plan.

### **Objectives:**

- Provide communications advice and support to the Chief Executive Officer (CEO) and staff of WHGNE.
- In conjunction with the Chief Executive Officer (CEO), develop a Communications Strategy that meets the objectives of the WHGNE Strategic Plan
- Coordinate, implement, monitor and report on the Communications Operational Plan which supports the Communications Strategy of WHGNE
- Maintain a strong online profile for the work of WHGNE
- Increase the access and availability of health information & resources through Goulburn and North East Victoria
- Lead the communication & promotion of WHGNE events

## **ESSENTIAL JOB FUNCTIONS**

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### **1. Ensure consistent, high-quality communications**

- Work with CEO and WHGNE staff to identify strategic communication opportunities
- Coordinate, implement, monitor and report on the Communications Operational Plan which supports the Communications Strategy of WHGNE
- Evaluate the effectiveness of all WHGNE communication
- Prepare and deliver high quality marketing collateral and stakeholder communications including newsletters, brochures, blog posts, social media posts, reports and annual report.
- Create and curate relevant and timely content relating to Gender Equity for inclusion on the WHGNE websites and all media channels
- Support the marketing and communication of WHGNE including event and training information
- Maintain the WHGNE contacts database.
- Monitor implementation of the style guide for all external and internal communication material.
- Participate on the Information Technology and Communications Working Group.
- Contribute to the improvement of internal communication systems

### **2. Media Communications**

- Develop and maintain relationships with journalists and media outlets
- Monitor, maintain and evaluate WHGNE communication strategy and plans
- Write & disseminate media releases
- Monitor media opportunities and manage media enquiries on behalf of WHGNE
- Copy edit all WHGNE publications in consultation with CEO.

### **3. Online Communications**

- Coordinate the maintenance and monitoring of WHGNE Websites.
- Coordinate the development, maintenance and monitoring of WHGNE's social media strategy
- Manage social media volunteers, interns and/or students as applicable

- Support staff, volunteers, interns and/or students as applicable to create online content in line with our Communications Strategy

#### **4. Other Functions and Responsibilities**

All WHGNE staff are responsible for undertaking the following tasks/functions:

- Participate in self-directed work teams, with involvement in strategic priorities planning and implementation.
- Participate in additional organisational activities where appropriate (i.e. AGM, International Women's Day).
- Actively promote Women's Health Goulburn North East as an organisation and the values we represent, and advocate for advancing the health and wellbeing of women in the Hume region
- Keep abreast of current and emerging issues for women and those who work with women and identify project opportunities.
- Contribute to WHGNE funding submissions where required.
- Participate in the annual performance review process, including setting of performance measures, professional development plans, and participation in performance appraisal feedback system.
- Collect activities data within agreed frameworks to inform funding agreements and planning processes.
- Develop, review, implement and adhere to WHGNE policy and procedures, including compliance with legal and OH&S requirements.
- Actively participate in quality improvement and accreditation processes.
- Contribute to the culture of cooperation, collaboration and shared accountability with other staff and Board members.
- Other responsibilities as deemed necessary

#### **SELECTION CRITERIA**

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1. Demonstrate a commitment to the vision and values of Women's Health Goulburn North East.
2. Tertiary qualifications and experience in communications and/or health promotion, which may include media and/or journalism and related areas.
3. Highly developed oral and written communication skills
4. Experience in media liaison and coverage
5. Experience in graphic design and/or development of promotional materials
6. Advanced computer literacy including MS Suite, Adobe Creative & Wordpress.
7. Experience in managing website content and design.
8. Experience in social marketing and understanding of its application to Health Promotion
9. Well-developed time management and organisational skills
10. Demonstrated capacity to use initiative and to work creatively and independently as well as part of a team.
11. Current Driver's license

#### **SELECTION CRITERIA (DESIRABLE)**

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12. Understanding of Health Promotion Principles and/or Gender Equity principles