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| Title | Digital Communications and Campaigns Officer (DCCO) |
| Classification | SCHADS Level 5 Pay Point 1 |
| Team | Communications |
| Work location | Hybrid work arrangements, including option to WFH, with regular commitments in Gippsland, Victoria |
| Employment | Fixed term contract until 30 June 2026: 0.5 EFT |
| Remuneration | \$97,377 per annum pro rata, \$49.28per hour plus superannuation and annual leave loading |
| Reports to | Manager Communications and Marketing |
| Review | 6 months |

1. EMPLOYMENT CONDITIONS

This position is remunerated according to the SCHADS Award Level 5 pay point 1.

Gippsland Women's Health (GWH) offers employees the opportunity of salary packaging to the maximum amount. Salary packaging is subject to legislative requirements and in accordance with GWH's policy.

Successful applicants will be required to:

- Sign a Privacy and Confidentiality Agreement and abide by GWH's Code of Conduct
- Provide a current Criminal History Check and Working with Children Check (if required)
- Hold an unrestricted Victorian Driver's Licence.

2. DIVERSITY AND EQUAL OPPORTUNITY ACT EXEMPTION

Under the Equal Opportunity Act 2010 (Application # H472/2021) this position is open only to women and people whose gender identity is female.

3. ORGANISATIONAL CONTEXT

GWH is the leading not-for-profit organisation dedicated to promoting the health and wellbeing of women and girls in the Gippsland region of Victoria, Australia. With a 30 plus year history of delivering high-quality women's health promotion, gender equity and prevention of violence programs and initiatives, GWH has built a reputation as a trusted and respected voice and advocate in women's health and wellbeing.

GWH works across communities informing and influencing to support positive change and improve opportunities for all women, girls and gender diverse people in Gippsland. We acknowledge and are mindful of, the complexities and impacts of mental health and wellbeing these women experience across their lifecycle.

The DCCO is a vital member of the Communications team and works collaboratively across GWH. This role supports the Communications team to bring campaigns to life and ensure ongoing marketing and communications operations run smoothly.

4. POSITION SUMMARY

The DCCO is responsible for supporting and executing the communications and stakeholder engagement strategy for GWH. The DCCO will implement a strategic communications approach that supports Gippsland Women's Health's vision, goals and values. Reporting directly to the

Manager of Communications and Marketing, the DCCO will collaborate across the organisation to support the delivery of effective digital communication and campaign strategies.

5. POSITION OBJECTIVES

The DCCO will:

- Support all aspects of **digital communications**, campaigns and media including Social Media management, graphic design, video, marketing collateral development, writing articles and media releases, website and online platform management.
- Proactively contribute to the **strategic communications** approach that supports the priority areas outlined in the communications plan.
- Focus on **collaboration and teamwork** both within GWH and with external stakeholders.
- **Communicate effectively and respectfully.**

6. KEY RESULT AREAS

Digital Communications, Campaigns and Marketing

- Contribute to the end-to-end marketing process - development, implementation and evaluation - of campaign specific digital communication and stakeholder engagement strategies, plans and activities in line with GWH's direction and priorities
- Write, edit and format material for digital publications, reports and other communications, such as reports, campaign-specific media releases, eDMs, web updates and social media posts
- Utilise dynamic and engaging graphic design to bring campaigns to life and communicate messages effectively
- Assist in website management, including but not limited to content updates and development
- Plan and coordinate digital media activities, and find innovative ways to incorporate developments in technology
- Work in collaboration with other teams to create and implement digital promotional strategies to generate participation and engagement in paid and unpaid campaigns
- Perform other duties as directed and necessary.

Strategic Communications

- Contribute to the ongoing development and achievement of the vision and strategic objectives of Gippsland Women's Health.
- Support the implementation of the GWH's communications strategy.
- Support the implementation of specific GWH digital communications and marketing campaigns.
- Actively participate in cross-stream mechanisms to facilitate goals and objectives between teams.
- Apply social marketing principles and techniques to create impactful campaigns that raise awareness and drive sustainable, positive behavioural change.
- Implement innovative and sophisticated approaches to promote, engage, support and move conversations across channels with diverse stakeholder audiences.

Collaboration and Teamwork

- Role model the desired culture, consistent with GWH's values and behaviours, including the modelling of a practical, proactive and positive approach to health, safety, diversity, inclusion, wellbeing, and environment.

- Work collaboratively with the team and key stakeholders to ensure engagement and alignment with the GWH communication strategies and related programs/projects.
- Build and sustain positive working relationships and effective communication with the team and key stakeholders.
- Actively participate as a member of the Communications team and work collaboratively to achieve team and organisational goals.
- Participate in organisational planning, staff and team meetings and staff development.
- Facilitate internal knowledge transfer of programs and strategies to support organisational understanding and ownership.

Communicate Effectively and Respectfully

- Work closely with the team to support the development of communication, campaign, marketing and high-level advocacy strategies.
- Work with GWH teams to develop key assets including toolkits, newsletters and social media.
- Monitor online platforms as directed by Manager Communications and Marketing.
- Support the Manager Communications and Marketing with the preparation of reports and general correspondence as required for internal and external purposes.
- Promote communications and marketing materials through appropriate social channels.
- Track analytics and create reports to inform GWH teams.

7. KEY SELECTION CRITERIA

- 7.1. At least three years' experience in a similar role in communications, graphic design and digital media – including but not limited to social media management, content creation, website management.
- 7.2. Well-developed liaison, communication and presentation skills, including the ability to consult and negotiate with relevant agencies in the health and community sectors, as well as the media and general public.
- 7.3. Capacity to use initiative, work independently and creatively as well as work as part of a team and respond flexibly to team demands and priorities.
- 7.4. Well-developed interpersonal skills, including excellent written and verbal communication and computer and information technology skills.
- 7.5. Exceptional skills in stakeholder management and the ability to develop effective and collaborative working relationships to deliver effective community engagement activities.
- 7.6. Understanding of and commitment to intersectional feminism and its relation to inequitable health, safety and wellbeing outcomes.

8. KEY BEHAVIOURS

- An understanding of and a commitment to feminist, intersectional and social justice principles
- A commitment to respectful, honest and transparent communication
- A curious, empathic and open-minded attitude
- A proactive self-starter, energetic and driven
- An ability to collaborate in a challenging and rapidly changing environment
- A commitment to apply the GWH's vision, purpose and strategic priorities
- A commitment to continuous knowledge and skill development and to undertake professional development and training relevant to the role and the organisation's needs

9. QUALIFICATIONS

- Tertiary qualifications and/or significant professional experience in communications, marketing or a related discipline

10. DESIRABLE EXPERIENCE

- Experience in the development of health promotion materials & resources.
- Graphic design qualifications and experience with adobe suite
- Knowledge of the Gippsland region.
- Experience in the not-for-profit or community services sector.
- Ability to speak a language other than English.

10. APPLICATION DETAILS

Applicants are requested to provide a cover letter (of no more than 2 pages) outlining your suitability for the position in line with the selection criteria and a current resume.

Submit your application via email to Elissa Duck, Communications and Marketing Manager elissa.duck@gwhealth.asn.au by 10 am Monday 4 November 2024.

11. ENQUIRIES

For any enquiries please contact Elissa by email elissa.duck@gwhealth.asn.au