

WOMEN'S HEALTH VICTORIA

POSITION DESCRIPTION

Position title	Marketing & Communications Officer
Team	Communications and Marketing Team
Work location	Level 8, 255 Bourke St, Melbourne
Employment type	Fixed-term Part-Time for 12 months. 3 days per week, 45.6 hours per fortnight (FTE 0.6)
Classification	Level 3 Classification, WHV Enterprise Agreement 2018
Position reports to	Communications Coordinator
Date Approved	September 2018

1. ORGANISATIONAL ENVIRONMENT

Women's Health Victoria (WHV) is a statewide women's health promotion, advocacy and support service with a proud history of over 25 years. We are an independent, feminist, not-for-profit organisation.

We advocate and build system capacity for a gendered approach to health that reduces inequalities and improves health outcomes for women.

We collaborate with women, health professionals, researchers, policy makers, service providers and community organisations.

Our health promotion, information and support programs work with and for women, to identify and respond to service gaps and health inequalities in innovative ways.

Our board members, staff and volunteers work to a values-based code of conduct, which sets expectations about our leadership and integrity; our belief in empowerment of others; our belief in equality of opportunities and rights; our feminist commitment to women's equality and to challenging gender norms, practices and structures.

2. POSITION OBJECTIVES

The main aim of the position is to lead the development and implementation of a range of marketing and communications activities to strengthen stakeholder awareness and engagement with WHV programs and services. This includes:

- 2.1 Leading the development and implementation of marketing and media strategies for key WHV services and programs in line with strategic priorities.
- 2.2 Expanding awareness of WHV and its services to key stakeholders and the wider community.
- 2.3 Measuring the impact of marketing and communication activities to improve stakeholder engagement.
- 2.4 Building and maintaining a strong digital presence.
- 2.5 Contributing to other communication activities relevant to WHV.

3. KEY RESPONSIBILITIES

3.1 Leading the development and implementation of marketing and media strategies for key WHV services and programs in line with strategic priorities.

3.1.1 Implement and manage marketing and communication strategies and campaigns to ensure WHV's objectives and programs are consistently and effectively communicated to our stakeholders, using direct mail, EDM and social media. This includes:

- Reviewing existing marketing, digital and media processes.
- Undertaking desktop review of all relevant documentation including research to gain marketing insights useful for WHV strategy development and direction.
- Developing specific marketing strategies to raise awareness of support services, policy and advocacy priority areas, programs and initiatives (including 1800 My Options, Counterpart, Labia Library, Victorian Women's Health Atlas and WHV training, including Take a Stand).
- Creating and reviewing high quality marketing materials including promotional materials and general communication, media platforms, campaigns, newsletters, annual reports and other marketing tools whilst maintaining brand integrity.

3.1.2 Work closely with the Communications Coordinator to effectively communicate and engage with members, supporters, partners, health services, donors, philanthropic organisations and the wider community to increase the influence and impact of WHV.

3.1.3 Keep up-to-date marketing contacts and work with Business Services Team to align functional capability of the CRM to the delivery of marketing campaigns.

3.1.4 Undertake evaluation to assess the impact and effectiveness of marketing activities against agreed objectives and targets.

3.2 Building and maintaining a strong digital presence.

3.2.1 Build on WHV's social media presence with highly engaging content and online marketing campaigns, with an objective to grow awareness, reach and sales to demonstrate influence and impact.

3.2.2 Digital Asset Management (Website, eNewsletters, Social Media, intranet and SEO) - broaden and enhance digital presence, website content and advertising to drive online traffic.

3.2.3 Carry out reporting and analytics for campaigns and digital presence using Google Analytics and other tools.

3.2.4 Review new technologies and keep WHV at the forefront of developments in digital marketing.

3.3 General

3.3.1 Provide guidance to staff to ensure marketing objectives are understood and achieved.

3.3.2 Undertake other duties associated with marketing and communication activities.

3.4 Responsibilities carried out by all staff:

- 3.4.1 Promote WHV and its programs.
- 3.4.2 Participate in WHV strategic and operational planning processes.
- 3.4.3 Contribute to WHV's capacity to deliver its goals, enable and support high performing teams and foster productive relationships with others.
- 3.4.4 Participate in the WHV Staff Development Scheme including setting of performance measures, skills development plan and performance appraisal feedback system.
- 3.4.5 Provide verbal and written reports, and activities data as appropriate, on progress across all areas of responsibility.
- 3.4.6 Undertake other duties as directed.
- 3.4.7 Active involvement in a learning organisation including continuous quality improvement, policy development and review and accreditation processes.
- 3.4.8 Work within the organisational policies, procedures and Enterprise Agreement
- 3.4.9 Support and be accountable for maintenance of a safe working environment.

4. ORGANISATIONAL RELATIONSHIPS

4.1 Internal

- 4.1.1 This position will report directly to the Communications Coordinator.
- 4.1.2 Will work closely with the Policy and Health Promotion Team, Workforce Development and Support Services Teams and the Fundraising Coordinator.
- 4.1.3 Will provide regular reports on organisational marketing outcomes to the Fundraising and Communications Task Group.
- 4.1.4 The position will contribute to the organisation culture of decision making incorporating co-operation, collaboration and shared accountability with other staff and WHV Board members.

4.2 External

- 4.2.1 Stakeholders and other relevant organisations as agreed.

5. ACCOUNTABILITY

Accountable for delivering the position objectives and the position performance measures as agreed annually.

6. EXTENT OF AUTHORITY

- 6.1 Within the scope of the position, engage and/or supervise support staff and /or volunteers/students as required from time to time.

7. SALARY

The position is classified as a Level 3 and attracts a salary of \$76,067 per annum (pro rata). WHV Enterprise Agreement 2018 conditions and salary apply. In addition, employer superannuation guarantee and access to salary packaging applies.

8. WHV ENTERPRISE AGREEMENT CLASSIFICATION LEVEL AND DEFINITION

WHV Enterprise Agreement 2018. Level 3 Classification definition is as follows:

- 8.1 Work is likely to be under limited guidance in line with a broad plan, budget or strategy. Responsibility and defined accountability for the management and output of the individual and for a defined function may be involved. The work of others may be supervised or teams guided or facilitated.
- 8.2 Work involves the exercise of a degree of autonomy and may involve the control of projects or programmes. Solutions to problems can generally be found in documented techniques, precedents and guidelines or instructions. Assistance is available when required.
- 8.3 Competency at this level involves the self-directed development of knowledge with broad knowledge across a number of areas and/or mastery of a specialised area with a range of skills.
- 8.4 Competencies are normally used independently and may be non-routine. Judgement and discretion is required in dealing with clients, services, operations and processes.

9. ENTERPRISE AGREEMENT LEVEL 3 COMPETENCIES FOR THIS POSITION

- 9.1 Knowledge of relevant legislation, policies and procedures of the service to assist decision making and guide problem solving.
- 9.2 Ability to set individual work area objectives and clarify client needs and expected results. The people, funds, materials and equipment needed to carry out this work are identified and set down in an action plan.
- 9.3 Ability to practice principles of equity and non-discrimination in all aspects of work. Ability to develop and maintain a cooperative work group.
- 9.4 Ability to convey information, develop networks and promote the organisation to obtain work as well as seek feedback on client satisfaction.
- 9.5 Ability to identify, gather, analyse and apply information to achieve goals of the work area. Ability to present information in a way which is understandable to an audience and identifies options and recommends appropriate action.
- 9.6 Ability to identify and assess workplace change and explain it to others. Ability to support people in adjusting to any workplace change.
- 9.7 Ability to achieve personal goals in the workplace and career progression. Feedback is sought on work performance and strategies for improvement are implemented. Honest and ethical behaviour is applied with clients and colleagues.

10. SELECTION CRITERIA

10.1 Mandatory:

- 10.1.1 A relevant Marketing, Public Relations or Communications degree.
- 10.1.2 3-5 years marketing and communications experience, including digital/SEO/social media.
- 10.1.3 Strong relationship management skills with ability to build and maintain relationships with people from all levels of an organisation, including government stakeholders and sector partners.
- 10.1.4 High level written and oral communication skills.

- 10.1.5 Experience using Mail Chimp or other email marketing programs.
- 10.1.6 Exceptional accuracy and attention to detail.
- 10.1.7 Creativity, energy and a solution-focussed problem-solving style.
- 10.1.8 Excellent project management skills with the ability to manage multiple stakeholders and priorities.
- 10.1.9 Mature levels of resilience with a growth-oriented mindset.
- 10.1.10 Strong understanding of current online marketing concepts, strategy and best practice.

10.2 Desirable:

- 10.2.1 Demonstrated experience and/or knowledge of the not-for-profit sector.

To Apply

Submit online using our online form: a cover letter; responses addressing the Selection Criteria outlined in section 10 of the position description; and your CV. All documents must be A4 and in PDF format. Submit your application using the following link: <https://womenshealthvic.com.au/job-vacancies/>

For any questions relating to this position, please contact Kylie Inserra on 9664 9316 or kylie.inserra@whv.org.au

If you have technical issues, please email whv@whv.org.au

Applications close: Midnight on Sunday 9 December 2018

Previous applicants need not apply

Interviews will be held on **Monday 17 December 2018**

WHV EO Exemption No. H102/2014