

WOMEN'S HEALTH VICTORIA POSITION DESCRIPTION

Title	Senior Project Officer – Gender equality in advertising
Classification	WHV Enterprise Agreement 2018 Level 4 Classification
Team	Policy & Health Promotion
Work location	Level 8, 255 Bourke St, Melbourne
Employment type	Full-time, fixed-term until mid-February 2021
Salary	\$92,213 per annum (pro-rata)
Position reports to	Policy & Health Promotion Manager
Date Approved	June 2020

1. POSITION TITLE

Senior Project Officer – Gender equality in advertising

2. DATE APPROVED

June 2020

3. POSITION HOURS, EMPLOYMENT STATUS AND LOCATION

This is a full-time position, fixed-term until mid-February 2021 (parental leave position). Subject to confirmation of funding, the position may be extended. Some regional and/or interstate travel may be required. The position is ordinarily based at 255 Bourke St, Melbourne, but currently working from home.

4. ORGANISATIONAL ENVIRONMENT

Women's Health Victoria (WHV) is a state-wide 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.

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. WHV works to improve the health and wellbeing of all Victorian women utilising a population-based social model of health framework.

5. PROJECT CONTEXT

WHV has been funded by the Victorian Government to deliver a project to address sexism in advertising. The project is currently funded until February 2021. The project represents the first coordinated effort in Australia to address the drivers of violence against women in the advertising setting, which is identified as a priority setting for primary prevention in Australia's national framework for preventing violence against women, *Change the Story*.

Advertising is pervasive in all aspects of our everyday lives, and is highly influential in shaping gender norms, attitudes and behaviour. While advertising plays a critical role in perpetuating the attitudes, beliefs and behaviours that promote violence against women, it can also play a significant role in contributing to their transformation and promoting gender equity.

The project takes a whole-of-system approach, focusing on three priority areas:

- Industry culture change
- Empowering community
- Regulation and policy change

Pending launch of the new project website, further information about the project can be found on the [WHV website](#).

Key achievements since the project began in September 2018 include:

- Publication of three major research papers on the impacts of sexist advertising, community attitudes to gender portrayals in advertising, and promising practice for addressing sexist advertising
- Establishment of partnerships with the advertising industry, regulators and experts in gender equity and prevention of violence against women
- Development of a strategic framework for gender equality in advertising building on the research evidence

Key milestones to be delivered during the next phase of the project include:

- Launch of the project brand, strategic framework, website and digital engagement campaign (which will be close to completion when this role starts);
- Development and delivery of two training modules for the ad industry on gender equity in advertising, in collaboration with the WHV training team and project reference group;
- Design and delivery of a digital engagement and education campaign for the ad industry;
- Working with project partners to deliver community engagement events.

WHV works in close collaboration with six key partners (Our Watch, Respect Victoria, City of Melbourne, RMIT, Venus Comms and the Shannon Company), as well as a project reference group that includes representatives from Clemenger, OMD, Thinkerbell, Marmalade, Initiative, Taboo group, Ooh! Media, Google rare, Hesta, Bank Australia and DiDi.

6. POSITION OBJECTIVES

- 6.1** To manage the project, including planning, stakeholder engagement, communications, budget management, monitoring and evaluation;
- 6.2** To lead implementation of the strategic framework for gender equality in advertising;
- 6.3** To build relationships with industry, regulators and the community to increase understanding of the links between sexist advertising, gender inequality and violence against women, as well as how to prevent violence and promote gender equity in this setting;
- 6.4** To supervise project staff and consultants, including digital engagement officer
- 6.5** To scope further opportunities to strengthen and expand the project; and
- 6.6** To contribute to other Policy & Health Promotion projects, as required.

7. KEY RESPONSIBILITIES

7.1 Project management

- 7.1.1** Use strategic and operational planning and project management processes and expertise to set goals, and develop, implement and evaluate plans and activities related to the project;

- 7.1.2 Identify key stakeholders and maintain the project reference group to guide and inform the project;
- 7.1.3 Engage project partners and reference group members in the planning, design, delivery and evaluation of the project;
- 7.1.4 Chair key meetings and governance committees;
- 7.1.5 Lead project management meetings with the Department of Premier & Cabinet;
- 7.1.6 Manage communications relating to the project, including preparing relevant reports, submissions, media and general correspondence as required for internal and external purposes;
- 7.1.7 Keep records as required.

7.2 Implementation of strategic framework

- 7.2.1 Lead and coordinate the implementation of the strategic framework for gender equality in advertising and three-year action plan;
- 7.2.2 Coordinate the launch of the strategic framework, brand, website and digital engagement campaign in partnership with the project reference group;
- 7.2.3 Lead key initiatives under the strategic framework and action plan, including development of training, resources and tools;
- 7.2.4 Work with the digital engagement officer to manage the project website and develop digital assets and campaigns to reach target audiences;
- 7.2.5 Monitor project delivery, including ensuring achievement of key milestones on time and budget, in partnership with the project reference group;
- 7.2.6 Lead or oversee project evaluation;
- 7.2.7 Lead environmental scanning, knowledge management and research to build the evidence base and inform opportunities to strengthen and expand the project.

7.3 Relationship and partnership development

- 7.3.1 Identify key stakeholders and opportunities for influence in the advertising setting;
- 7.3.2 Work with project partners and reference group members to foster positive and sustainable relationships with other key stakeholders across advertising agencies, business, peak bodies, government, regulators and community groups;
- 7.3.3 Oversee the development and implementation of an industry and community engagement strategy for the project.

7.4 Supervision of staff and consultants

- 7.4.1 Supervise project staff, including digital engagement officer;
- 7.4.2 Oversee the development and piloting of two training modules for the advertising industry, in collaboration with the WHV training team and project reference group;
- 7.4.3 Supervise consultants engaged on the project, such as website designers/developers, and evaluators;
- 7.4.4 Coordinate and oversee research, as required.

8. RESPONSIBILITIES CARRIED OUT BY ALL STAFF

- 8.1** Problem solving of day to day issues as they arise.
- 8.2** Promotion of WHV and its programs.
- 8.3** Participation in WHV strategic and operational planning processes.
- 8.4** Contribution to WHV's capacity to deliver its goals, enabling and supporting high performing teams and fostering productive relationships with others.
- 8.5** Participation in the WHV Staff Development Scheme including setting of performance measures, skills development plan and performance appraisal feedback system.

- 8.6 Provision of verbal and written reports, and activities data as appropriate, on progress across all areas of responsibility.
- 8.7 Undertaking other duties as directed.
- 8.8 Active involvement in a learning organisation including continuous quality improvement, policy development and review and accreditation processes.
- 8.9 Working within organisational policies, procedures and the Enterprise Agreement.
- 8.10 Accountability for maintenance of a safe working environment.

9. ORGANISATIONAL RELATIONSHIPS

9.1 Internal

- 9.1.1 This position reports to the Policy & Health Promotion Manager.
- 9.1.2 This position works with the Policy & Health Promotion Team, Communications Coordinator and other WHV staff.

9.2 External

- 9.2.1 Project partners and reference group, advertising agencies, businesses, peak bodies, regulators, consumer and community groups, Department of Premier & Cabinet
- 9.2.2 Other external organisations as agreed with the Manager.

10. ACCOUNTABILITY

Accountable for delivering the position objectives and the project work plan as agreed.

11. EXTENT OF AUTHORITY

- 11.1 Within the scope of the position, supervise staff, consultants and/or volunteers/students as required from time to time.
- 11.2 Expenditure within agreed budget as directed by the Manager.

12. SALARY

The position is classified as a Level 4 and attracts a salary of \$92,213 per annum (pro-rata). WHV Enterprise Agreement 2018 conditions and salary apply. In addition, employer superannuation guarantee and access to salary packaging applies. You may be required to undertake a criminal records check.

13. KEY SELECTION CRITERIA

13.1 Mandatory:

- 13.1.1 Tertiary qualification in health promotion, public health, gender studies, community development or other relevant discipline, with at least five years' experience;
- 13.1.2 Demonstrated policy and/or practice experience in the primary prevention of violence against women and/or promotion of gender equality;
- 13.1.3 Demonstrated experience in project management, including project planning, event coordination, budget management and evaluation;
- 13.1.4 Demonstrated ability to develop strategic relationships and build and maintain stakeholder engagement;
- 13.1.5 Highly developed communication and interpersonal skills, including excellent verbal and written communication skills;
- 13.1.6 Demonstrated experience in knowledge translation, and development of tools and resources for different audiences;
- 13.1.7 Proven ability to work independently and in a team environment, and to manage competing priorities.

13.2 Desirable:

- 13.2.1 Understanding of or experience in or working with the advertising industry;
- 13.2.2 Experience in organisational capacity-building and/or community mobilisation;
- 13.2.3 Experience in website management (WordPress) and digital campaigning;
- 13.2.4 Experience in training design and delivery;
- 13.2.5 Experience leading or overseeing research and analysis.

Approved by



Dianne Hill – Chief Executive Officer

24 June 2020

Applications can be made by submitting a cover letter, resume and responses to the Key Selection Criteria.

Applications are to be made online via <https://womenshealthvic.com.au/job-vacancies>
If you have any technical issues, please email jobs@whv.org.au

For any questions relating to this position, please contact:

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Policy & Health Promotion Manager
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Ph 03 9664 9309

Applications close midnight, Tuesday 14 July 2020

WHV EO Exemption No. H351/2019