

WOMEN'S HEALTH VICTORIA POSITION DESCRIPTION

Title	Digital Engagement Officer – Gender Equality in Advertising
Classification	WHV Enterprise Agreement 2018 Level 3 Classification
Team	Policy & Health Promotion
Work location	Level 8, 255 Bourke St, Melbourne
Employment type	0.6 EFT, fixed-term until mid-February 2021
Salary	\$82,478.24 per annum (pro-rata)
Position reports to	Policy & Health Promotion Manager
Date Approved	August 2020

1. POSITION TITLE

Digital Engagement Officer – Gender Equality in Advertising

2. DATE APPROVED

August 2020

3. POSITION HOURS, EMPLOYMENT STATUS AND LOCATION

This is a part-time position (0.6 EFT), fixed-term until mid-February 2021. Subject to confirmation of funding, the position may be extended. 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

The next phase of the project includes:

- Design and delivery of a digital engagement and education campaign for the ad industry;
- Launch of the project brand, strategic framework, website and digital engagement campaign (which will be close to completion when this role starts);
- 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, Thinkerbelle, Marmalade, Initiative, Taboo group, Ooh! Media, Google rare, Hesta, Bank Australia and DiDi.

6. POSITION OBJECTIVES

6.1 The Digital Engagement Officer will develop and implement digital strategies and create engaging, shareable content for the Gender Equality in Advertising Project that will: engage and expand our supporters; amplify our voice and profile; build understanding of the impacts of gender inequality in advertising and how to address it; and increase the impact of our movement. The focus of the role is to:

- 6.1.1 Develop and implement a digital engagement strategy for the project, with an initial focus on engagement of the advertising industry
- 6.1.2 Build and manage online and digital activities to support and enhance the project's communication capacity, presence and effectiveness
- 6.1.3 Undertake other duties to support the project and Policy & Health Promotion team as required.

7 KEY RESPONSIBILITIES

7.1 Develop and implement digital engagement strategy

- 7.1.1 Working closely with the project team and reference group, lead the development of a strategy for digital engagement with the advertising industry, regulators and the community, drawing on research and content developed through the project, including:
 - Identifying key audiences and engagement channels
 - 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 and build our movement
- Identifying targets and measures to evaluate impact and improve stakeholder engagement

7.1.2 Implement the digital engagement 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 discussion and motivates people to act
- Identifying and engaging with key media and advertising stakeholders who can expand our reach including trade press, consumer media and influencers

7.1.3 Scope further opportunities to strengthen and expand the project's digital engagement

7.2 Build and manage online and digital activities to support the project

7.1.2 Establish and manage branded digital assets (social media, e-newsletters) and pre-populate content for project launch

7.1.3 Translate research into high quality engaging and shareable social and digital content

7.1.4 Produce and edit images and video content for digital channels

7.1.5 Undertake 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, contributing to e-newsletters and blogs etc

7.1.6 Create shareable digital asset 'kits' for campaigns

7.1.7 Contribute to the development and maintenance of the project website

7.1.8 Identify and implement strategies for managing resistance and backlash on digital channels

7.1.9 Maintain up to date stakeholder/member contacts and work with the Business Services Team to align the functional capability of the CRM to the delivery of campaigns and other engagement activity for the project

7.1.10 Monitor and evaluate the impacts and effectiveness of engagement activities against agreed objectives and targets, including generating social media analytics reports

7.3.1 Undertake other duties to support the project and team

7.3.2 Provide support for project events, including planning, coordination and evaluation, as required

7.3.3 Contribute to broader communications and engagement activities for the project, including traditional media

7.3.4 Support other members of the WHV team to develop a more effective digital presence across our focus areas

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. The position is supervised on a day-to-day basis by the Senior Project Officer - Gender Equality in Advertising.
- 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 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 Senior Project Officer/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 3 and attracts a salary of \$79,918 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 qualifications in marketing, public relations, communications or other relevant discipline, with three to five years' experience in marketing, communications and/or campaigning
- 13.1.2 Demonstrated strong writing skills, including exceptional accuracy and attention to detail
- 13.1.3 Proven ability to develop and implement strategic and effective digital marketing/engagement strategies and/or campaigns to achieve outcomes
- 13.1.4 Demonstrated experience creating compelling content for web/digital platforms
- 13.1.5 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
- 13.1.6 Graphic design, image and video production and editing skills
- 13.1.7 Demonstrated ability to build and maintain relationships with stakeholders
- 13.1.8 Demonstrated understanding of gender equity and the prevention of violence against women
- 13.1.9 Proven ability to manage your time effectively and organise your work to tight deadlines while maintaining attention to detail.

13.2 Desirable:

- 13.1.10 Understanding of and experience in implementing SEO strategy
- 13.1.11 Experience using a CRM for campaign and stakeholder management
- 13.1.12 Experience in or working with the advertising industry
- 13.2.1 Experience in community organising and/or mobilisation

Approved by



Dianne Hill – Chief Executive Officer

August 2020

WHV Equal Opportunity Exemption No. H351/2019

WHV offers excellent salary packaging benefits and the opportunity to be involved in making a difference in the lives of Victorian women.

In line with the Government's COVID-19 health and safety requirements, Women's Health Victoria is not currently conducting face to face interviews/inductions. These processes will be completed online for those who are successful in securing a position.

To Apply

Applications can be made by submitting a cover letter, resume and responses to the Key Selection Criteria in Section 13 of this position description.

Applications are to be made online via <https://womenshealthvic.com.au/job-vacancies/9195304>

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

Applications close at midnight on Sunday 13th September 2020.

For further information, please contact Mischa Barr, Policy & Health Promotion Manager, on 0403 978 115 or mischa.barr@whv.org.au.