

POSITION DESCRIPTION

<b>Title</b>	Senior Project Officer – Gender equity in advertising
<b>Classification</b>	WHV Enterprise Agreement 2018 Level 3/4 Classification
<b>Team</b>	Policy & Health Promotion
<b>Work location</b>	Based at Level 8, 255 Bourke St, Melbourne
<b>Employment type</b>	Part-time (0.9 EFT), fixed-term for 12 months
<b>Salary</b>	\$76,076 - \$87,770 (pro-rata), depending on experience
<b>Position reports to</b>	Policy & Health Promotion Manager
<b>Date Approved</b>	July 2018

1. **POSITION TITLE**

Senior Project Officer – Gender equity in advertising

2. **DATE APPROVED**

July 2018

3. **POSITION HOURS, EMPLOYMENT STATUS AND LOCATION**

This is a fixed-term part-time position working nine days per fortnight for 12 months (0.9 FTE). Working days and times may require some flexibility to deliver project activities. Some regional and/or interstate travel may be required. The position is based at 255 Bourke St, Melbourne.

4. **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.

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 for 12 months to deliver two related projects to address sexism in advertising. Part of this funding comes from the *Free from Violence Innovation Fund* grants program. This 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 objective of this project is to mobilise industry and community engagement in the advertising setting to build support for action to prevent violence against women and promote gender equity by:

- establishing the evidence base for primary prevention in the advertising setting;
- developing evidence-based resources to increase understanding among key stakeholders of the role of advertising in contributing to violence against women and how to address this
- building relationships with key stakeholders in the advertising industry, business, regulation and the community to motivate and build support for action to prevent violence against women and promote gender equity in this setting.

The project will work in close collaboration with six key partners (Our Watch, Domestic Violence Victoria, City of Melbourne, Collective Shout, RMIT and Venus Comms), as well as a broader project reference group.

## **6. POSITION OBJECTIVES**

- 6.1 To manage the project, including planning, stakeholder engagement, communications, budget management, monitoring and evaluation;
- 6.2 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;
- 6.3 To lead development of research reports on the impacts of sexist advertising and best practice models for addressing sexism in advertising;
- 6.4 To develop resources and tools for the primary prevention of violence against women in the advertising setting;
- 6.5 To contribute to further strategic development of activity to prevent violence against women and promote gender equity in the advertising setting; and
- 6.6 To contribute to other Policy & Health Promotion projects, as required.

## **7. KEY RESPONSIBILITIES**

### **3.1 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 establish a 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 Monitor project delivery, including ensuring achievement of key milestones on time and budget;
- 7.1.5 Chair key meetings and governance committees;
- 7.1.6 Participate in project management meetings with the Department of Health & Human Services;
- 7.1.7 Manage communications relating to the project, including preparing relevant reports, submissions, media and general correspondence as required for internal and external purposes;
- 7.1.8 Keep records as required.

### **3.2 Relationship and partnership development**

- 3.2.1 Identify key stakeholders and opportunities for influence in the advertising setting;
- 3.2.2 Develop an industry engagement plan and community engagement plan;
- 3.2.3 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;

- 3.2.4 Identify stakeholder knowledge gaps, and develop and disseminate resources to meet identified needs (further detailed in section 3.3.4 below).

### **3.3 Research and resource development**

- 3.3.1 Coordinate and contribute to research into the impacts of sexist advertising and best practice models for addressing sexism in advertising, in collaboration with other members of the Policy & Health Promotion Team and RMIT;
- 3.3.2 Liaise with RMIT to coordinate research into community attitudes and responses to sexist advertising, including through facilitation of community focus groups;
- 3.3.3 Coordinate and contribute to the drafting of summary research reports;
- 3.3.4 Drawing on the research, develop tools and resources for different audiences (including consumers and industry), including an innovative 'toolkit' to assist community members to report sexist advertising;
- 3.3.5 Work with the Policy & Health Promotion Manager and Communications Coordinator to establish and manage any digital platforms and develop other communication materials for reaching target audiences.

### **3.4 Strategic development**

- 3.4.1 Participate in *Free from Violence Innovation Fund* Community of Practice meetings.
- 3.4.2 Contribute to environmental scanning, knowledge management and research to build the evidence base and inform strategic planning and future program options.
- 3.4.3 Work with the Policy & Health Promotion Manager and PHP team in relation to broader policy and practice issues relating to prevention of violence against women and gender equity, 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 Policy & Health Promotion Manager.
- 9.1.2 PHP Team and other WHV staff.

### **9.2 External**

- 9.2.1 Project partners, project reference group, advertising agencies, businesses, peak bodies, regulators, consumer and community groups, Department of Health & Human Services
- 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**

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

## 12. SALARY

The position is classified as a Level 3/4 and attracts a salary of \$76,076 (Level 3) to \$87,770 (Level 4) per annum (pro-rata), depending on experience. 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, 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 Well-developed research and analytical skills;
- 13.1.7 Demonstrated experience in knowledge translation, and development of tools and resources for different audiences;
- 13.1.8 Proven ability to work independently and in a team environment, and to manage competing priorities.

### 13.2 **Desirable:**

- 13.2.1 Experience in organisational capacity-building and/or community mobilisation;
- 13.2.2 Experience in training design and delivery.

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## **To Apply**

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

Applications are to be made online at <http://whv.org.au/who-we-are/employment> and correspondence addressed to Mischa Barr. If you have any questions relating to this application, please contact Mischa Barr on 9664 9309.

Applications close midnight Sunday 22nd July 2018.

WHV EO Exemption No. H102/2014