

Title	Media & Communications Officer
Classification	WHV Enterprise Agreement 2018 Level 3 Classification
Team	Brand, Marketing and Communications
Work location	Level 8, 255 Bourke St, Melbourne (flexible work options negotiable within a hybrid model)
Employment type	0.8 EFT
Salary	\$98,108 per annum, pro rata
Position reports to	Manager Brand and Marketing
Date Approved	5 September 2023

1 Organisational Environment

Women's Health Victoria (WHV) is a state-wide women's health promotion, advocacy and support service with a proud history over 30 years. We are an independent, feminist, not-for-profit organisation. We advocate for gender-transformative health systems that reduces inequalities and improves health outcomes for women (cis and trans inclusive) and gender diverse people, and all people impacted by feminist health issues.

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 using an intersectional lens, to identify and respond to service gaps and health inequalities in innovative ways.

The organisational structure comprises five portfolio areas that all contribute to achieving the goals and priorities set out in the [WHV Strategic Plan 2018-2023](#). This includes the Policy, Health Promotion and Capacity Building unit; 1800 My Options phone line and information service; Counterpart – peer support service for women with cancer; Business Services; and Brand, Marketing & Communications.

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 challenge gender norms, practices, and structures.

The **Brand & Marketing** team plays a key role in the delivery of the WHV Strategy, through building the organisation's public profile, and collaborating with program areas and sub-brands to promote the wide range of services and advocacy and health promotion initiatives led by WHV, to key target audiences. The team coordinates a range of operational areas including brand management, media, social media, website management, events, publications, health promotion & comms campaigns and content creation. The team is currently comprised of the Manager Brand & Marketing, the Health Promotion & Communications Officer, and the Media & Communications Officer. We are also a coordination hub, working closely with other comms-focused roles across WHV.

2 Position Overview

The **Media & Communications Officer** will coordinate a range of media, communication, and marketing activities across the organisation to grow WHV's brand and reach, while supporting portfolio teams and sub-brands to implement communications activities to meet program objectives and ensure alignment with the WHV Brand.

The role requires a confident and collaborative approach to working with others, the ability to drive own workload with direction, to take initiative and be creative, to be at ease working across a variety of digital platforms and systems, and to manage competing priorities daily.

3. Position objectives:

Support the delivery of WHV's Strategic Plan, and the establishment and growth of the WHV brand, through:

- Managing media and PR engagement for WHV and our programs and services;
- Producing media and comms campaigns, with engaging, accurate and brand-aligned creative content
- Operational comms coordination and support across our website/s and digital platforms/social media; and
- Comms coordination and production of publications, events and other projects.

4. Key responsibilities

Manage media and PR engagement for WHV and our programs and services:

- Create and implement a media strategy for WHV that aligns with our overarching Marketing goals and resources, and leverages existing assets and opportunities
- Write and edit media releases, op eds and key messages
- Pitch stories and angles to media contacts
- Build and manage a strong media contacts list and develop and maintain positive and active relationships with relevant journalists and editors
- Engage with and respond to incoming media opportunities and enquiries
- Coordinate media monitoring, including maintaining subscriptions and ensuring WHV is signed up with the best value & most suitable suppliers
- Manage and maintain the WHV Twitter and/or Threads account/s
- Explore and coordinate opportunities to engage ambassadors

Produce media and comms campaigns, with engaging, accurate and brand-aligned creative content

- Working collaboratively with colleagues, produce integrated communications and media campaigns that align with our health promotion and brand building priorities
- Develop quality social media content (using Canva and other tools) that builds the WHV brand, reflects our purpose, brand pillars and priority areas, and amplifies the voices of women and all those we work with
- Produce comms reports and other media assets to promote WHV initiatives
- Write engaging social post copy and captions including image descriptions
- Support the ongoing delivery of WHV's social media strategy, working with other team members to increase social media reach and engagement

Operational comms coordination and support across our website/s and digital platforms/social media:

- Ensure consistent, accurate and quality messaging is applied across all digital platforms including websites and social media
- Coordinate webpage updates (directly in our website backend, or coordinate with our web developers)

- Work with external agencies to execute digital advertising activities as required
- Monitor and compile website analytics and contribute to the Brand & Marketing team's digital reporting
- Contribute to working groups and/or initiatives to improve and upgrade WHV digital platforms and CRM systems
- Coordinate and maintain CRM platforms to support engagement and management of key stakeholders and audiences

Comms coordination and production of publications, events, and other projects

- Support the effective planning and staging of in-person and online events, including participating in working groups, managing timelines, coordinating bookings, guest lists and communications, and planning and developing marketing and promotion materials.
- Write and produce the Annual Report: develop content plan, manage timeline, collate contributions from staff, edit, source imagery, manage external designer, coordinate printing
- Engage and communicate with internal stakeholders to ensure the consistent and successful delivery of the WHV Brand
- Assist with other comms projects as needed

5. Organisational relationships

Internal

- Contribute to the culture of decision-making processes incorporating co-operation, collaboration and shared accountability with other staff;
- Work in close collaboration with others in the Brand, Marketing & Communications Team and communications staff in sub brands and program areas;
- Works closely with other teams on shared priorities to meet organisational requirements; and
- Works with Board and task group members.

External

- Relevant federal, state and local government departments and agencies; regional women's health services; peak bodies; project partners; sector stakeholders; agencies and suppliers; regulators; consumer and community groups; funding bodies; researchers and research bodies; media;
- WHV members and supporters;
- Other external organisations as agreed with the Manager Brand and Marketing; and
- Active contribution to maintaining and furthering the good reputation of WHV.

6. Accountability

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

7. Extent of authority

Within the scope of the position, support staff and supervise volunteers/students/contractors as required from time to time.

8. Responsibilities carried out by all staff

- Promote WHV and its programs.
- Participate in WHV strategic and operational planning processes.
- Contribute to WHV's capacity to deliver its goals, enable, and support high performing teams and foster productive relationships with others.
- Participate in the WHV Staff Development Scheme including setting of performance measures, skills development plan and performance appraisal feedback system.

- Provide verbal and written reports, and activities data as appropriate, on progress across all areas of responsibility.
- Undertake other duties as agreed from time to time
- Active involvement in a learning organisation including continuous quality improvement, policy development and review and accreditation processes.
- Contribute to the promotion of a positive workplace culture, aligned with WHV's values and principles.
- Work within organisational policies, procedures, and Enterprise Agreement.
- Support and be accountable for maintenance of a safe working environment.

Expected Professional Attributes and Behaviours:

- Actively contribute to a positive organisational culture by modelling the [Code of Conduct](#) and WHV values: Respect; Inclusion; Innovation; Courage; Excellence, and participating in social and cultural activities to strengthen diversity and inclusion including the RAP
- Consistently demonstrate a confident, optimistic and proactive mindset
- Communicate in an open and honest manner with colleagues and negotiate positive outcomes for all.
- Take ownership of own job and actively consider the consequences of actions and the decisions that are made.
- Demonstrate commitment to the work of WHV, work collaboratively with colleagues and share information and knowledge openly with colleagues.

9 [WHV Enterprise Agreement](#)

For more information about WHV classification structure and competencies, please refer to the following sections of the Enterprise Agreement:

Appendix A - Classification Structure

1.2.1 Classification definitions: page 79

1.2.2 Classification competencies: page 82

10 Selection criteria

Experience, skills, and knowledge

1. At least three years' experience in a comparable role, including delivering impactful media/PR results;
2. Highly creative and ideas-driven, with experience in devising media and communications campaigns and other activities that engage, inform, educate and motivate;
3. Excellent written communication skills with a demonstrated ability to create clear compelling content and edit documentation with a high level of accuracy and attention to detail;
4. Collaborative and people focused – a team player. Strong interpersonal communication and engagement skills with internal and external stakeholders, with the ability to work across teams;
5. Takes initiative to solve problems, develop new ideas and take our work to the next level;
6. Demonstrated knowledge, experience and understanding of business systems and processes including advanced MS Office skills, social/digital platforms, content marketing and integrated marketing campaigns, Website and CRM platforms;
7. Highly organised and able to manage multiple creative projects simultaneously; and
8. Understanding and commitment to feminist principles and model of working.

Qualifications:

Tertiary qualification in media/journalism, communications, marketing, or related area.

Desirable Experience:

Experience in the not for profit, community, or government sectors.

Adobe Creative Cloud.

Canva.

Approved:

A handwritten signature in black ink, appearing to read "M Maedonald", is written over a light grey rectangular background.

Acting Chief Executive Officer, Mandy Macdonald

Date:

5 September 2023