

POSITION DESCRIPTION

Title	Senior Project Coordinator shEqual
Classification	WHV Enterprise Agreement 2018, Level 4 Classification
Team	Policy, Health Promotion and Capacity Building Unit
Work location	Level 8, 255 Bourke St, Melbourne (flexible work options negotiable within a hybrid model)
Employment type	Full time 1.0 EFT (0.8 EFT negotiable) fixed term until 30 June 2024
Salary	\$107,079 per annum pro rata
Position reports to	Manager Gender Equity and Capacity Building
Date Approved	15 November 2023

1 Organisational Environment

Women's Health Victoria (WHV) is a statewide women's health promotion, advocacy and support service with a proud history of 30 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 using an intersectional lens, to identify and respond to service gaps and health inequalities in innovative ways.

The organisational structure comprises four portfolio areas who 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; and Business Services.

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 Policy, Health Promotion and Capacity Building Unit (PHP&CB Unit) plays a key role in the delivery of the WHV strategic plan, particularly strategic objectives one to three, working across the priority focus areas of mental health, sexual and reproductive health, prevention of violence against women and gender equality portfolios. The unit is made up of two work streams with individual managers responsible for key priority projects in focus areas, budgets and staff management within their teams, while supporting/sharing cross unit activities to achieve objectives.

The Managers work streams are:

- Policy, Health Promotion and Advocacy
- Gender Equity and Capacity Building

Background

WHV has been funded by the Victorian Government to deliver a project to address sexism in advertising. The project, [shEqual](#), represents the first coordinated effort in Australia to address the drivers of violence against women in the advertising setting. [Seeing is Believing](#) a national framework for championing gender equality in advertising provides the delivery framework for the shEqual project.

The framework engages industry, business, regulators, academics and community members to build support

for action to end sexism in the media and in advertising through 3 priority areas:

- Priority Area 1: Industry culture change
- Priority Area 2: Empowering community
- Priority Area 3: Regulation and policy

This work is unpinned by Australia's national framework for preventing violence against women, *Change the Story*.

2 Position Overview

The Senior Project Coordinator: shEqual is responsible for the coordination of the shEqual project and for mobilising industry and community engagement in the advertising setting to build support for action to prevent violence against women and promote gender equity. The position will work closely with the team to contribute to policy development and submissions in gender equity and prevention of violence against women.

shEqual 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 an industry reference group.

3 Position Objective

The Senior Project Coordinator will:

- Coordinate the development and implementation of the project, including but not limited to, planning, monitoring, reporting and evaluation;
- Support the Manager Gender Equity and Capacity Building to advocate to government in relation to Priority Area 3: Regulation and policy;
- Build capacity within the sector to prevent violence against women and promote gender equity in the advertising setting;
- Establish and maintain purposeful relationships to increase understanding of the links between sexist advertising, gender inequality and violence against women, including how to prevent violence and promote gender equity in this setting;
- Contribute to further research and strategic development of activity to prevent violence against women and promote gender equity in the advertising setting;
- Provide leadership and support to the shEqual team; and
- Work with the Team and the Manager Gender Equity and Capacity Building to ensure the cohesive operation of the PHP&CB Unit.

4 Key Responsibilities

Coordinate the development and implementation of the project, including but not limited to, planning, monitoring, reporting and evaluation;

- Use project management processes and expertise to set goals, and develop, implement and evaluate plans and activities and reporting related to the project;
- Monitor project delivery, including ensuring achievement of key milestones on time and budget;
- Work with the Manager to ensure governance structures have cross-sector representation and collaboration;
- Identify key stakeholders and maintain the industry reference group to guide and inform the project;
- Coordinate project partners, and reference group members in the planning, design, delivery and evaluation of the project;
- Oversee the external evaluation of the project to enable continuous improvement and achievement of objectives across all areas, and to track changing attitudes over time;
- In conjunction with the Manager, provide secretariat support to key meetings and governance committees;
- Prepare relevant reports, submissions, media and general correspondence as required for internal and external purposes;

- Work closely with the Manager and team to develop marketing and advocacy strategies for the shEqual project;
- Coordinate and supervise contractors, consultants, freelancers, etc. as required;
- Keep records as required; and
- Work with the Manager to ensure expenditure is within agreed budget.

Support the Manager Gender Equity and Capacity Building to advocate to government in relation to Priority Area 3: Regulation and policy;

- With the Manager, engage and advocate with government, regulatory agencies and bodies to support and reinforce gender equality in advertising;
- Use critical thinking to identify strategic opportunities to proactively influence change in legislation, policy, practice and industry to promote gender equality and prevent violence against women, using an intersectional feminist social model of health;
- Develop policy briefs and submissions using international best practice and shEqual evaluation data to support and reinforce gender equality in advertising; and
- Build the evidence base for change.

Build capacity within the sector to prevent violence against women and promote gender equity in the advertising setting

- Drawing on the research, develop tools and assets for different audiences (including consumers and industry);
- Develop evidenced based training tools and assets to promote gender equality;
- Develop and coordinate the shEqual Senior Leaders forum to amplify champions in the industry;
- Support further development of shEqual training and the transition of existing shEqual training into Micro credentials;
- Support the development and delivery of The Aunties Project training project; and
- Work closely with team to expand our reach and impact through collaboration with industry and community.

Establish and maintain relationships purposeful relationships to increase understanding of the links between sexist advertising, gender inequality and violence against women, including how to prevent violence and promote gender equity in this setting

- Engage key stakeholders, Gender Equity champions and maintain good relationships with advertising industry, regulators, and government;
- Identify key stakeholders and opportunities for influence in the advertising setting;
- 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;
- Support the Manager Gender Equity and Capacity Building and Strategic Marketing and communications Manager to develop a marketing strategy for the project (for industry and community);
- Identify stakeholder knowledge gaps, and in conjunction with the Campaigns, Engagement and Impact Lead: Gender Equity in Advertising, develop and disseminate resources to meet identified needs.

Contribute to further research and strategic development of activity to prevent violence against women and promote gender equity in the advertising setting

- Scope further research opportunities to build the evidence base for change;
- Support Manager Gender Equity and Capacity Building to develop grant and funding submissions;
- In conjunction with the Manager Gender Equity and Capacity Building, lead shEqual's next large research project in partnership with a research institution to further the evidence base;
- Contribute to environmental scanning, knowledge management and research to build the evidence base

- and inform strategic planning and future program options; and
- Work with the Manager Gender Equity and Capacity Building and PHP&A unit in relation to broader policy and practice issues relating to prevention of violence against women and gender equity, as required.

Provide leadership and support to the shEqual team

- Lead a small team (as well as contractors, students and volunteers from time to time), translating WHV's Strategic Plan and shEqual project plan (funding agreement) into team and individual workplans
- Manage the performance and professional development of team members, incorporating the Staff Development Scheme.
- Ensure team members' health and wellbeing is supported through regular meetings and reviews.
- Ensure active involvement of team members in program evaluation and quality improvement processes.
- Ensure active involvement of team members in the maintenance and continued development of a positive team culture.

Work with the Team and the Manager Gender Equity and Capacity Building to ensure the cohesive operation of the PHP&CB Unit.

- Contribute to Gender Equity and Capacity Building projects, as required;
- Work with the Communications Team to manage media inquiries and support social media planning;
- Contribute to Board and Task Group (sub-committee) activities including drafting briefing papers;
- Contribute to the ongoing implementation and review of WHV's Strategic Plan;
- Contribute to the development of WHV's annual State Budget submission and associated advocacy; and
- Monitor and report on women's health programs as required.

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 Manager Gender Equity and Capacity Building and other members of the Unit
- Works closely with other team managers (in particular, 1800 My Options, Policy, Health Promotion and Advocacy teams) on shared priorities to meet organisational requirements.
- Works with Board task group members as required.

External

- Relevant federal, state and local government departments and agencies; regional women's health services; peak bodies; project partners; industry reference group; advertising agencies; businesses; regulators; consumer and community groups; funding bodies; researchers and research bodies; media;
- Other external organisations as agreed with the Manager; 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, lead and support staff, contractors, students and volunteers.

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.
- Communicate in an open and honest manner with colleagues and negotiate positive outcomes for all.
- Consistently demonstrate a confident, optimistic and proactive mindset.
- 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 similar role in gender equality or prevention of violence against women;
2. Experience leading organisational capacity-building and/or community mobilisation and influencing cultural change in different settings;
3. Well developed analytical and conceptual skills, with demonstrated ability to translate research and data to achieve women's health and gender equality outcomes;
4. Highly developed oral communication and writing skills, with demonstrated experience writing grant submissions, research reports, policy analysis, briefing papers and submissions, and ability to translate knowledge and develop tools and resources for different audiences;
5. A high level of initiative and ability to drive work independently, including ability to proactively identify opportunities to improve women's health and wellbeing;
6. Demonstrated experience in developing and maintaining purposeful relationships with a wide range of stakeholders;
7. Highly developed organisational and project management skills with experience managing multiple projects and competing priorities, independently and in a team environment;
8. Demonstrated understanding of the social determinants of health and an intersectional feminist model of health; and
9. Understanding and commitment to feminist principles and model of working.

Qualifications

A tertiary qualification in health promotion, public health, gender studies, community development or other related area.

Desirable Experience

Postgraduate qualification in related area.

Experience in the not for profit or government sectors.

Approved:

WHV Deputy Chair, Emily Howie

Date: 15 November 2023