

Position description

Digital Content Officer

Award & grade:	Health and Allied, Managers and Administrators HSUA 1 & 5 2018-2022, Grade 3
Salary range	\$72,000 pro rata
EFT	0.5 EFT
Reporting to	Lead Communications & Campaigns
Accountable to	CEO
Tenure	Two years (subject to six months' probation)
Direct reports	Nil
Location	NRCH 23 Lennox St Richmond
Date issued	September 2019

Organisation profile

The **Centre for Culture, Ethnicity & Health (CEH)** assists health, government and community organisations to offer a high quality of service to clients from migrant and refugee backgrounds by building the capacity of the organisation through training and innovation and working directly with communities in education and advocacy. CEH's work is informed by research, evidence and its experience working with migrant and refugee communities. CEH includes a fee-for-service arm as well as discrete programs that focus on health service delivery, sexual health and viral hepatitis.

CEH is part of **North Richmond Community Health**, an agency committed to making healthcare more accessible and culturally relevant.

Position objectives

The Digital Content Officer is responsible for delivering marketing and communications content to all CEH programs and projects and raising the profile of the work of the CEH.

The position is intended to model the use of best practice standards for culturally appropriate communication.

Key responsibilities and deliverables

Create, monitor and analyse digital content that intrigues, converts, gets discovered, adds genuine value, generates leads to help establish CEH as thought leaders (including video, sound, images and written texts).

- Update and maintain the CEH social media platforms to maximise SEO, enhance user experience and generate leads, in collaboration with the Communications Manager and the Business Analyst.
- Maintain and update the CEH social media presence in collaboration with the Communications Manager and the Business Analyst.
- Maintain CEH's contacts alongside the Business Analyst and the Communication Manager
- Assist with developing content for email marketing campaigns and managing distribution of material via MailChimp.
- Assist in managing the CEH brand including key messages, visual identity and templates.
- Work with project staff to develop content and social marketing campaigns.
- Support CEH's marketing and PR collateral and publications by contributing to written content
- Manage tasks, timelines & priorities for role.
- Liaise with suppliers including: graphic designers, photographers, translators, printers, writers and editors.
- Other duties as required.

Key selection criteria

Essential skills & experience

- High level writing skills, including the ability to write for highly diverse audiences
- Demonstrated experience in the production (scripting and or shooting) of online and audio-visual resources in at least one area: video, sound and photography.
- Demonstrated experience working with content management systems (WordPress), social media, email marketing tools (Mailchimp)
- Demonstrated experience or intermediate skills with Adobe Creative Suite (Illustrator, Indesign, Photoshop), desktop publishing and video editing applications
- At least two years' experience in public relations, communications or relevant field
- Current Victorian drivers' licence

Essential attributes

- Experience or strong interest in working with people from CALD backgrounds
- Ability to build effective working relationships with people at all levels of the organisation
- An understanding, interest and ability to navigate through technical issues related to the CEH website and other systems used within CEH
- An interest in issues concerned with the health of refugees and immigrants

Preferred experience, attributes and qualifications

- Experience in the health, government or not-for-profit sectors
- An interest and understanding of current CALD issues.

Qualifications

Tertiary qualifications in communications, public relations, journalism or marketing or equivalent experience.

Training requirements

The following internal training requirements must be met to fulfil this position. This training will be offered to the successful applicant upon commencement.

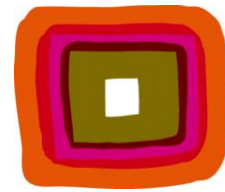
Topic	Timeframe for completion
Occupational Health & Safety	Within 3 months
Health Literacy Essentials	Within 3 months
Introduction to Cultural Diversity	Within 12 months
Social Marketing in a Multicultural Society	Within 12 months
Conducting Focus Groups with CALD Communities	Within 12 months
Writing for Cross-Cultural Communication	Within 6 months

Responsibilities & conditions of employment

All employees of North Richmond Community Health are required to follow specific common conditions of employment. These are outlined in the *NRCH Policy and Procedures Manual*.

A summary is listed below:

- Employees must contribute to Occupational Health & Safety (OHS) objectives by reporting hazards and incidents immediately to an OHS representative, committee member or manager. Employees must behave in a manner that fosters safe working practices.



- Conduct must be in accordance with the NRCH Code of Conduct, Employment Contract, Confidentiality Agreement and other NRCH policies and procedures.
- Regular working hours will be negotiated but must be within operational hours. From time to time, some out-of-hours work may be required.
- Salary is set in accordance with the relevant Award and classification.
- Appointment is subject to a six month probationary period, wherein performance will be reviewed prior to the expiry of the probationary period and an ongoing employment decision will be communicated.
- Leave entitlements are as per Award and HR Policy guidelines.
- All position descriptions are open to periodic review by management in consultation with staff.
- NRCH provides a smoke-free environment, including within vehicles.
- The staff member may be required to perform other duties as directed, in accordance with training, skills and experience.

Application and enquiries

For enquiries relating to this position, contact:

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