



The Consumers Health Forum of Australia (CHF) is the national peak body representing the interests of Australian healthcare consumers. CHF works to achieve safe, quality, timely healthcare for all Australians, supported by accessible health information and systems. We are looking for a Digital Communications Coordinator to join our team. If you have the requisite skills and want to play a part communicating health policy at a national level, we'd like to hear from you.

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|-------------------------------------|--|
| <b>Position Title:</b>              | Digital Communications Coordinator   |
| <b>Responsible to:</b>              | Communications Director  |
| <b>Responsible for:</b>             | Nil direct reports   |
| <b>Location:</b>                    | Consumers Health Forum of Australia, Deakin, Canberra, ACT   |
| <b>Status:</b>                      | Full time, 12-month contract   |
| <b>Hours:</b>                       | 38 hours per week (1.0 FTE) 0.8 FTE would also be considered   |
| <b>Salary Range:</b>                | \$75,000 per annum plus superannuation   |
| <b>Conditions:</b>                  | National Employment Standards<br>Employment Contract<br>Company policies and procedures  |
| <b>Remuneration &amp; Benefits:</b> | Base salary plus superannuation at statutory rate<br>Salary packaging in line with Registered Health Promotion Charity status<br>Flexible work practices           |
| <b>Probity Checks:</b>              | Reference Checks<br>Must be able to pass a National Criminal Record Check if recommended for appointment<br>100 points of Identification including Drivers Licence |

**Organisational Profile**

The Consumers Health Forum of Australia (CHF) is the national peak body representing the interests of Australian healthcare consumers and those with an interest in health consumer affairs. CHF works to achieve safe, quality, timely healthcare for all Australians, supported by accessible health information and systems.

CHF does this by:

- advocating on behalf of consumers for consumer-centred health policies and programs engaging with the members of CHF to be influential voices in healthcare empowering consumers to be active participants in healthcare decision making
- harnessing evidence to develop and promote consumer-centred health polices and services
- sustaining a member-driven, values-based, well governed organisation.

CHF values:

- our members' knowledge, experience and involvement
- a policy culture that values consumer experiences and insights
- early intervention, prevention and early diagnosis
- collaborative, integrated health and social care
- working in partnerships with members and stakeholders.

CHF members and wider networks reach thousands of Australian health consumers across a wide range of health interests and health system experiences. CHF policy is developed through consultation with members and stakeholders, ensuring that CHF maintains a broad, representative, health consumer perspective.

CHF is committed to being an active advocate in the ongoing development of Australian health policy and practice. CHF has recently refreshed our strategy. Our Strategic Plan 2018-2022 is accompanied by a long term funding diversification plan.

Our organisational objectives are:

**Advocating for impact** – making credible and authoritative contributions to national health and social care policy and system design

**Consumers shaping health** – equipping consumer leaders to act with impact and influence

**Partnering for purpose** – strategically partnering with members, networks and stakeholders to maximise the impact of consumer voices and shape better health and social care

**Resilient and strong** – maintain and growing a strong and diverse membership, and assuring our financial sustainability.

### **Purpose**

- To undertake engagement and communication activities to support the work of CHF with a particular emphasis on improving the use of online and digital media to engage members, stakeholders in health and related industries, consumers and the wider community in advocacy and policy development. The position supports the broad range of CHF communication activities and will take responsibility for both the fortnightly e-bulletin to members, *HealthUpdate*, monthly e-newsletter to stakeholders *Consumers Shaping Health* and our bi-annual e-journal Health Voices.

### **Key Accountabilities**

- Take responsibility for CHF's social media presence on the full range of social media sites, including identifying new opportunities to strategically deploy social media to engage with health consumers and other stakeholders.
- Produce and distribute CHF's member and stakeholder digital communications including regular newsletters.
- Take responsibility for CHF website content and quality assurance, ensuring it is appropriate and up-to-date.
- Take responsibility for the coordination, maintenance and further development of CHF's *#BeHealthAware* health literacy portal
- To work closely with the Consumer and Member Relationship Coordinator and Executive Officer to realise the full potential of our website and CRM.
- Engage and communicate with consumers and CHF members to understand their issues, experiences and desired outcomes and reflect this in CHF's communications.

**Key Relationships**

- Internal – CEO, CHF staff and Board
- External – Government, CHF members, CHF partner organisations, key NGO stakeholders

**Key Challenges**

- Working in a busy and complex environment where there are competing demands, tight deadlines and limited resources.

**Key Outcomes**

- Maintain the quality of and grow the presence of CHF's digital communications channels
- Contribute to CHF's public profile and reputation
- Position CHF's website and #BeHealthAware health literacy portal as credible sources of independent information on health and health consumer affairs issues

**Selection Criteria**

1. Demonstrated experience in creating engaging content across digital channels using skills such as copywriting, editing, graphic design, photography and video production.
2. Experience in managing social media platforms in a professional capacity.
3. Demonstrated experience with content management systems (CMS) such as Drupal and WordPress.
4. Capacity to work independently as well as contribute to the work of the team in a fast-paced environment.
5. Understanding of consumer health issues and experience working with consumers.

| Date         | Version No. | Author            | Approved by | Reason for update                                    |
|--------------|-------------|-------------------|-------------|--|
| January 2018 | 1.1         | Dean Hewson       | CEO         | New format and responsibilities                      |
| October 2019 | 1.2         | Executive Officer | CEO         | Revised based on input from incumbent and CEO review |