



# Communication, Advocacy and Engagement Officer

## POSITION DESCRIPTION

<b>Position Title</b>	Communication, Advocacy and Engagement Officer
<b>Industrial Instrument</b>	Social, Community, Home Care and Disability Services Award, July 2020 (SCHADS)
<b>Classification Grade</b>	7.0
<b>Date Prepared/Updated</b>	21 <sup>st</sup> September 2020
<b>Position Purpose</b>	<p><b>This is a new role for an 18-month duration, with the possibility of extension beyond this timeframe.</b></p> <p>Reporting to the Director, the focus of this role is to develop and implement the organisation's strategic communication, advocacy, and engagement initiatives. The role is responsible for delivering internal and external communication, policy and advocacy initiatives, events, fundraising, stakeholder engagement, and marketing.</p>
<b>Accountability</b>	This role reports directly to the Director. From time to time, the Communication, Advocacy and Engagement Officer will be required to respond to requests from the Management Committee.
<b>Roles Reporting to this Position</b>	nil

**OUR VISION** - Health and wellbeing for all women, their families and support networks within the Gladstone region.

**OUR MISSION** - On the basis of a feminist philosophy we provide non-discriminatory support and empowerment of women, their families and support networks

**OUR VALUES** - At WHAG the following values inform the work we do:

**Respect** – We respect diversity in its various personal, cultural and gender expressions. We advocate relationships free from judgement, blame and abuse.

**Integrity** – We promote justice and equity, endeavour to live our ethical standard consistently within our centre; and make our services as accessible as possible without discrimination of judgement.

**Transparency** – We promote open, safe, effective and honest communication at organisation and client levels.

**Responsibility** – We value the responsible use of resources – people, money, time and technology. All individuals and the organisation have rights, responsibilities and authority, which needs to be clearly articulated and respected.

**High Quality** – We aim to provide high quality services and maintain the highest professional standards in all aspects of our work. As a part of this process, we foster self-reflection, creativity, innovation and improvement. Keeping an eye on the future, we energetically embrace positive change.

**Enrichment and Celebration** – We seek to enrich our lives and the lives of our clients. We celebrate contributions, achievements and courageous acts of change in relationships.

## KEY DUTIES & RESPONSIBILITIES

Key Result Area	Major Tasks
	<p>The key responsibility of this role is to build and manage GWHC's brand profile. This will be achieved by developing and implementing innovative strategic communication, advocacy, and engagement/events initiatives, and marketing the organisations programs and services.</p> <p>Specific duties include:</p> <ul style="list-style-type: none"> <li>• Developing and implementing communication, advocacy strategies, policy positions, including undertaking media relations, government relations, event oversight, campaign design, and a range of digital and print content and collateral.</li> <li>• Providing high level strategic communication advice and support to the Director and Management Committee.</li> <li>• Developing and maintaining strategic partnerships and stakeholder relationships across all sectors.</li> </ul> <p>As part of the team, working together with the director, and other staff, the position will:</p> <ul style="list-style-type: none"> <li>• Generate and facilitate awareness of the GWHC's profile, programs, strategies, and capabilities.</li> <li>• Play a leadership role in the development of the GWHC's strategic goals, programs and outcomes.</li> <li>• Contribute to the development of the GWHC's strategic goals, programs and support processes.</li> <li>• Work collaboratively and consultatively in a dynamic environment 'with and through' director, staff, as well as business/community partners and volunteers.</li> <li>• Participate in the development, implementation and monitoring of annual budgets, operational strategies workplans and performance outcomes across the organisation.</li> <li>• Prioritise and meet deadlines and work without direct supervision in a fast-paced environment.</li> </ul>
<p><b>Communication &amp; Interpersonal Responsibilities</b></p>	<ul style="list-style-type: none"> <li>• Participate in the development of a supportive and safe working environment, including clear communication paths and consultative decision-making processes;</li> <li>• Assist in promoting outcomes through appropriate communication mechanisms;</li> <li>• Model behaviours that reinforce open and honest communication with stakeholders and peers;</li> <li>• Effectively communicate with different levels of employees of the Centre;</li> <li>• Refer any issues or out of the ordinary events to the Director, keeping the Director abreast of work issues;</li> <li>• Comply with the Centre's Code of Conduct;</li> <li>• Project and promote the image of the Centre as being efficient, courteous and client/customer-based focus;</li> <li>• Positive involvement and contribution in centre team meetings and de-briefing other team members as required;</li> <li>• Contribute to the tone and culture of the Centre, model and promote team-based values and behaviours and seek to continually enhance the capability and qualitative aspects of the Centre.</li> <li>• All staff employed by the Centre will be privy to sensitive and confronting conversations on a regular basis. In addition to the</li> </ul>

	training and support provided by the employer, the incumbent will have to be mindful of their own personal wellbeing.
<b>Policies &amp; Procedures</b>	<ul style="list-style-type: none"> <li>• Corporate recordkeeping is the responsibility of all staff. This position is required to comply with the Centre's corporate 'Record Keeping Policy' and associated procedures;</li> <li>• Comply with the Centre's policies, procedures, and legislation;</li> <li>• Keep all confidential and personal information, whether written or verbal, as well as any intellectual property developed, utilised or otherwise gained by the employee in the course of employment, completely confidential, even after completion of employment;</li> <li>• Comply with the Centre's policies and procedures that apply to Privacy as they are amended from time to time to ensure compliance with the Information Privacy Act; and the Queensland Counsellors Association: Code of Ethics.</li> </ul>
<b>Environmental Responsibilities</b>	<ul style="list-style-type: none"> <li>• Comply with the Centre's policies and procedures, and the 'general environmental duty' and 'due diligence' under the Environmental Protection Act, to assist in the identification, elimination and prevention of the risk of environmental harm due to the workplace or workplace activities;</li> <li>• Assist to ensure the Centre's strategic and operational activities are planned and conducted in such a manner as to minimise, and where possible avoid, adverse effects on the environment.</li> </ul>
<b>Financial Responsibilities</b>	<ul style="list-style-type: none"> <li>• Comply with Purchasing/Procurement policies and procedure to ensure the Centre uses funds in an efficient manner to achieve the optimum value for funds expended</li> </ul>
It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects of the role described above may be changed or altered in accordance with the changing requirements of the role.	

## PERSON SPECIFICATION/SELECTION CRITERIA

### Selection Criteria

#### Qualifications:

Tertiary qualifications in strategic communication, public relations, journalism, marketing, advertising, policy, advocacy, and community engagement.

#### Knowledge and Experience:

- High level interpersonal and communication skills, and the ability to build relationships with a range of key stakeholders including staff at all levels, media, corporate and philanthropic partners, and government.
- Demonstrated ability to deliver outcomes with minimal supervision, and to exercise initiative and sound judgement in a complex and dynamic work environment.
- Ability to be strategic, provide high level advice, and translate the strategic goals of an organisation into day-to-day operations.
- Experience in writing for and managing a range of content platforms and publications including newsletters, annual reports, websites, media releases, social media content, research and policy, and partnership/sponsorship proposals.
- Highly developed project management skills including an ability to follow through tasks from conception to finalisation – including a ‘can do’ and results orientated attitude.
- Interest in and commitment to social justice issues and an understanding of the purpose and values of the organisation.

#### Other Requirements:

- Ability to work within the philosophy of Gladstone Women's Health Centre
- Computer literacy
- Current full driver's license
- A current Working with Children Card (Blue Card)
- Australian Citizenship or suitable rights to work in Australia

## **JOB AD**

### **Communication, Advocacy and Engagement Officer**

**Full Time (35 hours / week)**

**Employer:** Gladstone Women's Health Centre

**Classification/s:** Social Work, Women's Organisations & Services, Family Services, Mental Health & Counselling, Youth

**Grade Classification:** SCHADS Award 7.0 full-time (1 July 2020), Flexible work arrangements and other benefits to be negotiated. This is a new role for an 18-month duration, with the possibility of extension beyond this timeframe.

**Sector/s:** **Not for Profit (NFP)**

**Location:** Gladstone, QLD

Gladstone Women's Health Centre is a not-for-profit organisation that has been serving the Gladstone Region for over 27 years. We provide generalist Women's Health Services and counselling, group therapy, support, information and referral for women, children and men who have experienced Domestic Violence and Sexual Assault.

Applications are invited from suitably qualified women to fill this role in the Gladstone Region.

Employment is commensurate with experience and qualifications under the Social, Community, Home Care and Disability Services Award, 2010.

Remuneration package SCHADS Award Level 7.0 full-time (1 July 2020). Flexible work arrangements and other benefits to be negotiated. This is a new role for an 18-month duration, with the possibility of extension beyond this timeframe.

It is a genuine occupational requirement of this position that it be filled by a woman as permitted by, and arguable under Sections 25, 104 and 105 of The Anti-Discrimination Act 1991. Aboriginal and Torres Strait Islander and other culturally and linguistically diverse women are encouraged to apply.

As Communication, Advocacy and Engagement Officer you will be responsible for developing and implementing GWHC's strategic communications, advocacy and engagement strategies.

Reporting to the Director, the focus of this role is to develop and implement the organisation's strategic communication, advocacy and engagement initiatives. The role is responsible for delivering internal and external communication and marketing, policy advocacy initiatives and campaigns, engagement activities and high-profile events.

You will manage GWHC's brand and ensure all internal and external communication activities effectively deliver the organisation's messaging, vision and values.

This rewarding role will suit an experienced, creative and innovative strategic communications and advocacy professional. If you are enthused by GWHC's work and positive culture, are a strategic thinker and leader, and have excellent project management and communication skills, this role is for you.

An attractive remuneration package with access to salary sacrificing options available to a charity is negotiable depending on skills and experience. GWHC's is based in Gladstone, and is a friendly, collegial and collaborative working environment.

**To be considered for this role** applications must include a cover letter, current CV, and two recent employer referee contacts.

**Applications strictly close COB Friday 23<sup>rd</sup> October, 2020.**

Please submit your completed application in confidence to:

[director1@gladstonewomenshealth.org.au](mailto:director1@gladstonewomenshealth.org.au)

Chairperson, Gladstone Women's Health Centre

PO Box 8219, South Gladstone, QLD 4680