

Position Description

Position:	Content Advisor
Reports To:	Communications and Engagement Team
Date:	December 2020

Avivo Vision and Values

Our vision is a country whereby people live as valued citizens, making their own decisions, developing their abilities and growing in their relationships.

We support people across Western Australia who require individualised assistance to live at home due to disability, frailty or mental illness. We work in partnership with people and families to develop and provide the supports and services they choose to lead their lives.

We are committed to ensuring people and families have excellent support and services.
We:

- Your Life – We respect you, value your strengths and listen to what is important to you
- In Partnership - We work in a partnership , respect your decisions and work together to do things better
- We do what it takes, we are optimistic and innovative as well as practical and persistent
- Valuing People - We value, develop and support each other to do our best work.

Primary Purpose of Role

The Content Advisor is responsible for producing and managing content for Avivo's internal and external communication platforms. Internal platforms include the regular staff newsletter, and they ensure that organisational messages are communicated in a consistent and timely manner to employees. External platforms include marketing collateral, the website and social media, and they aim to improve brand awareness while educating the public on the work we do.

You will be responsible for developing and implementing Avivo's digital strategy for the website and social media. In addition to monitoring and managing these channels, you'll look at how the usage of these channels can be optimised and look at new ways of leveraging on these platforms.

You will also plan and manage a storytelling initiative called Humans of Avivo that consists of employee-generated content in various formats (written and video), ensuring that the content is aligned with our values and is given maximise exposure across the relevant channels.

The role will also see you supporting the back-office teams on an ad-hoc basis by writing/editing content for their communication materials.

Key Responsibilities

- Manage, produce and edit content for Avivo's internal and external communication platforms, including the website, employee newsletter, marketing collateral, annual report and training materials.
- Plan and manage a storytelling initiative called Humans of Avivo that consists of employee-generated content in various formats.
- Build the capability of teams across Avivo to communicate effectively both with strategic messaging and comms implementation.
- Develop and implement Avivo's digital strategy.
- Monitor and manage website, social media and employee communications.
- Support and shape the standard of Avivo's tone of voice.
- Offer measured and friendly customer service to internal and external stakeholders
- Works safely within Avivo policies and procedures

Positions Reporting directly to this Position

- None

Duties

- **Produce and manage content for Avivo's internal and external communication platforms**
 - Communicate content in a way that's easily digestible while staying true to Avivo's vision and values
 - Manage content calendar for regular staff newsletter
 - Plan and manage a storytelling initiative called Humans of Avivo that consists of employee-generated content in various formats.
 - Support the Policies & Procedures Working Group by editing/writing policies and procedures as well as updating the style guide.
- **Develop and implement Avivo's digital strategy**
 - Craft and execute a digital strategy will improve brand awareness and educate the public on the work we do.
- **Monitor and manage website, social media and employee communications**
 - Coordinate and deliver content and publishing in a measured manner, aligned with the content calendar, internal and external events
 - Liaise with external developers as required

- Report on traffic, trends and campaign activity
- **Customer service to internal and external stakeholders**
 - Adopt a ‘how can we help’ approach when working with stakeholders
 - Provide measured advice and insights in relation to Avivo’s digital presence and Communications and Engagement as a whole
- **Safety & Risk Management:** Works safely and follows Avivo’s Occupational Health and Safety policies and procedures. Responsible for the effective identification, management and reporting of risks, incidents and hazards.

Selection Criteria

- Displays attitudes and behaviours that demonstrate Avivo’s vision and values
- At least 5 years’ copywriting experience
- Minimum 3 years demonstrated experience in content production for campaigns across print and digital including web and social media
- The ability to craft copy and establish a standard for Avivo communications both internally and externally
- Demonstrated soft skills, developing relationships and engaging with a wide variety of internal and external stakeholders
- Ability to manage multiple projects and timeframes
- Displays attitudes and behaviours that align with Avivo’s vision and values
- An understanding of, or commitment to learn about self-managing teams
- Tertiary qualification in relevant discipline preferred

Employee Name _____

Employee Signature _____ Date ___/___/___