

Position Description

Job Title	Comms Officer (Content Development)
Work type	Full time/Part Time
Reports to	CEO
Location	Melbourne CBD

JOB OVERVIEW

This role will have responsibility for producing, commissioning and repurposing a range of communications materials for a variety of audiences across both traditional and digital channels.

RESPONSIBILITIES

- Generate and repurpose content for all HIC communication platforms including newsletters, website and social media platforms
- Manage the HIC communications schedule
- Perform role of Publisher/Editor for HIC newsletters
- Produce PR materials for external media including media releases and opinion pieces
- Provide comms advice and quality assurance services to the HIC Social Enterprise department
- Oversee quality control for all products including reports, tender applications and other comms documents
- Commission graphic design services where required
- Ensure all content (including visual content) adheres with HIC house-style and brand guidelines

KEY COMPETENCIES

Specialist skills and knowledge

- A degree in PR, Journalism, Public Health, Digital Marketing or related discipline.
- A familiarity with the health system and an understanding of contemporary health issues
- High level written skills, including the ability to repurpose high quality content across a range of platforms

Professional

- Familiarity with office software including Microsoft Suite (Word, Excel, PowerPoint) essential. Some knowledge of Photoshop an advantage. Experience of, or willingness to learn InDesign.
- Experience of or willingness to learn WordPress CMS to undertake basic website updates (coding not required).
- Comfortable in a digital environment, including learning and using a variety digital tools, e.g. Survey Monkey, Email marketing software/CRM, Zoho (social media management tool).

- Experience with or willingness to learn Facebook for business (advertising and page manager).

Interpersonal and communication skills

- A fast learner and able to adapt to new information and changing circumstances quickly
- Self-motivated and eager to achieve
- Confident, decisive and enthusiastic
- Good problem-solving skills
- Strong interpersonal skills, including the ability to listen effectively and work to brief
- Positive attitude and ability to contribute to the work of a team.