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	POSITION DESCRIPTION – Communications and Marketing Lead (0.6FTE)	Review Date: August 2022
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Authorised by: Chief Executive Officer		

1.0 POSITION SUMMARY

1.1 POSITION TITLE

Communications and Marketing Lead (0.6FTE)

1.2 TEAM(S)

Communications and Marketing

1.3 PROGRAM

Corporate Services

1.4 ACCOUNTABLE TO

General Manager, Capability and Impact (with advisory role to the CEO)

1.5 RESPONSIBLE FOR

Communications Officer, Digital

1.6 ENTERPRISE AGREEMENT

Victorian Stand Alone Community Health Services (Health and Allied Services, Managers and Administrative Officers)
Multiple Enterprise Agreement 2018-2022

1.7 CLASSIFICATION

Community Health Admin – Grade 4

1.8 COST CENTRE

140 - Marketing

1.9 SUPERANNUATION

As per the Superannuation Guarantee Act

1.10 SALARY PACKAGING

In accordance with Your Community Health Policy


1.11 EMPLOYMENT CHECKS

Employment is contingent on a satisfactory Police Records Check, valid Working with Children Check and NDIS Worker Screening check clearance

1.12 PRE-EXISTING INJURY/ ILLNESS

Applicants who are not currently employed by Your Community Health are required to fill out a Pre-existing Illness/ Injury Declaration Form.

1.13 POSITION PURPOSE

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The Communications and Marketing Lead manages and implements the organisational-wide communications and marketing strategy and plans. The role supports the CEO and Leadership Team to set organisational priorities for marketing, communications and brand awareness that help us achieve the goals set in the Strategic Plan. The role drives collaborative working with the Communications Officer, Digital and other staff across the organisation to deliver quality, accessible, creative and dynamic branding, communications and marketing campaigns that reach our target audiences. The predominant focus is external communications and marketing, including building our profile as an advocate on social justice issues. However the role also supports the CEO, Leadership and Management Teams, and other staff as required, to deliver all-of-organisation internal communications that enhance service efficiency and improve overall brand communications.

This is a hands-on role that requires practical skills to deliver generalist communications and marketing support, whilst also requiring a level of strategic oversight. It requires the ability to prioritise activities to meet strategic goals whilst using initiative to respond to immediate needs. The role will suit someone who is forward thinking, progressive and proactively supports the organisation's advocacy agenda and vision of health and wellbeing for everyone, especially those most in need.


2.0 OUR ORGANISATION:

Your Community Health is a quality accredited independent community health service with its own Board of Directors. It provides a wide range of allied health, medical, social support and health promotion services operating across the seven Local Government Areas (LGAs) of northern Melbourne: Darebin, Banyule, Moreland, Yarra, Hume, Nillumbik and Whittlesea. There are three service sites:

- East Reservoir (125 Blake Street, East Reservoir)
- Northcote (42 Separation Street, Northcote)
- PANCH (300 Bell Street, Preston)

Staff may be required to work at any site.

Purpose

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We enable health, wellbeing and dignity for all people in the northern Melbourne by providing responsive and accessible services.

Our organisational values

We strive for:

Courage

- We rise to challenges and persevere in the face of obstacles

Compassion:

- We are caring and empathic towards others
- We embrace and value diversity
- We work collaboratively and respectfully

Integrity:

- We are ethical, accountable, honest, reliable, and fair


Achievement:

- We continually strive to improve
- We are adaptable
- We are creative and resourceful


3.0 POSITION DETAILS

3.1 ROLE AND DUTIES


- In conjunction with the CEO and Leadership Team, lead the implementation of an all-of-organisation communications and marketing strategy and implement subsequent operational plans. This includes but is not limited to:
 - Coordinating the development of strategies, in consultation with the CEO, Leadership Team, other communications and marketing staff, the broader staff team and community members.
 - Designing and delivering outcomes-focused, resource appropriate plans to timeline and budget.

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- Identifying, in collaboration with the CEO and Leadership Team, priority services, programs and areas of work for focused brand, marketing and communications campaigns.
- Identifying and segmenting audiences and creating client profiles to drive genuine engagement and marketing campaigns that resonate with people within our community.
- Monitoring and evaluating audience engagement and analytics, in order to continually revise communications approach and plans.
- Understanding the benefits of different techniques and channels and implementing fit-for-purpose approaches to meet our strategic goals. This will include:
 - digital communications, including social media, google advertising, website development
 - media, public relations and advertising
 - political engagement, policy and advocacy
 - partnership and coalition collaboration
 - direct marketing (and e-direct marketing)
 - internal communications and intranet management.
- Identifying ways to continuously improve brand engagement and reach.
- Developing fit-for-purpose systems to drive internal capacity to deliver communications and marketing across the organisation. This includes establishing innovative and nimble stakeholder engagement and management systems and processes to support optimal function of multilayered strategies within a small marketing team.
- Manage and support the Communications Officer, Digital in the implementation of integrated digital and social media engagement plans and activities.
- Develop and deliver policy and advocacy position statements and campaigns, and embed this into our brand and communications campaign, to build our voice and profile as a leading advocate for social justice.
- Develop and deliver brand, marketing and communications campaigns for new and existing projects, in partnership with service delivery teams across the organisation, to meet their specific client acquisition, growth or retention goals. This will include but is not limited to:

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- Working with the CEO and Leadership Team to identifying priority services for growth and promotion.
- Providing evidence-based advice on the most appropriate strategies and channels through which to implement.
- Manage the development and dissemination of content across multiple communications channels, including but not limited to:
 - Manage the implementation of an integrated digital and social media communications strategy, as implemented by the Communications Officer, Digital.
 - Implement a strategic approach to public relations and media engagement, including reacting to media opportunities, building relationships with journalists and media outlets and strategically positioning the organisation’s brand and profile.
 - Support the CEO and Leadership Team in the strategic development of core advocacy positions and the engagement of policy makers, parliamentarians and funders.
 - Implement targeted brand campaigns, advertising and marketing campaigns to help achieve the organisation’s growth objectives.
 - Write and edit content for website, blogs, media releases, annual reports, print publications and resources.
- Oversee organisational adherence to the brand strategy and guidelines and ensure consistent tone of voice throughout organisational communications.
- Manage organisational-wide communications and engagement projects, as required, such as training in the use of communications tools, processes and systems, or a brand strategy refresh (examples only).
- Work across teams and build strong partnerships with internal and external stakeholders. Work as a business partner to selected teams, especially in developing communications plans, as required, and increasing capacity across teams to deliver their own communications content.
- Monitor and evaluate the team’s collective performance against key performance indicators and targets.
- Support the CEO and Leadership Team to implement a cohesive approach to internal communications and provide hands-on support to the development and distribution of internal communications.

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- Supervise and coordinate the communications and marketing team, and work to improve communications capacity and skills across other teams.
- Supervise consultants and contractors, as appropriate (e.g. brand strategists, graphic designers, PR agencies, copy writers).

Quality Management

- Support the provision of services that are safe and high quality.
- Maintain staff and client confidentiality at all times.

Health Promotion

- Work with our community to increase their capacity to make choices that enhance their health and wellbeing.
- Work to improve general public health literacy and awareness of health inequity.

Service Development

- Continuously improve the accessibility, range and level of services delivered.
- Advise on best practice digital communication strategies, advertising, editorial and content production decisions, to inform broader organisational communications.

Partnerships


- Work in partnership with the community, clients and staff to achieve our vision.
- Build relationships with community health communicators to improve collaboration and information sharing.

Organisational Sustainability

- Ensure a safe workplace for clients, visitors and staff.
- Work in accordance with Your Community Health Policies and Procedures.

3.2 KEY SELECTION CRITERIA


Qualifications and Experience

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- At least five years' experience in a hands-on communications and marketing lead role.
- University degree, or equivalent experience in communications, PR, marketing or related field.
- Proven experience in leading communications and marketing strategy to increase brand reach and reputation, and drive growth and engagement.
- Proven hands-on experience in a diverse range of communications and marketing functions, that may include digital and social media, media and PR, copywriting and editing, advertising, direct marketing.
- Advanced understanding of communications and marketing trends, with proven experience adapting organisational plans to respond to data and analytics.
- A solid understanding of the nuance of a health, community health, social service or community-focused communications and marketing landscape.
- Solid experience implementing, editing and approving communications to a strict style guide and accessibility standards, including easy English and translated resources.
- Experience working with and communicating to diverse communities, including but not limited to Your Community Health's priority groups.
- Experience using the Adobe creative suite, Canva, Wordpress, Mailchimp, Hootsuite or similar.
- Experience of working in or with health promotion campaigns, is desirable.

Competencies

- Ability to think strategically whilst also delivering practical, hands-on work.
- Ability to independently manage multiple tasks in a face-paced environment and make strategic prioritisation decisions as needed.
- Ability to coordinate people around common goals and supervise outputs accordingly.
- Exceptional written and verbal communication and interpersonal skills.
- Excellent ability to communicate effectively and inclusively with diverse community members and develop and tailor content for a diverse range of audiences. This includes but is not limited to working within consumer participation models; implementing easy English and accessibility standards; and working with translators and interpreters.

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- Strong project management skills and attention to detail.

4.0 GENERAL

- The successful applicant is required to provide evidence of eligibility to work in Australia.
- Where the preferred applicant has lived or worked overseas for a continuous period of 12 months or more within the past 10 years, they are required to provide an international police check for all countries that they have lived in for that period of time.
- Management, in consultation with the staff member, reserves the right to modify this position description when required.
- Your Community Health requires declarations and personal information relevant to employment. The collection and handling of this information will be consistent with the requirements of the Information Privacy Act 2000.

PD Updated: 25 August 2021