



# Women's Health in the South East

## Job Description

<b>Job title:</b>	Digital Communications Officer
<b>Salary:</b>	Social, Community, Home Care and Disability Services Industry Award 2010 (Social and Community Services Employee) Level 6.1
<b>Hours:</b>	2 years contract - Part Time – 22.8 hours per week (3 days)
<b>Reports to:</b>	Communications Lead

## About Women's Health in the South East (WHISE)

WHISE is one of 12 Women's Health Services that since 1988 have been a key part of the Victorian preventative health infrastructure. These services are providers of gendered health promotion and primary prevention that collectively share a range of priorities. Funded through the Victorian Government, the Victorian Women's Health Services:

- Advocate for the wellbeing of all women across Victoria
- Promote good health and wellbeing to Victorian women
- Apply an expert intersectional gendered lens to health issues and systems to improve outcomes for women.
- Prevent the underlying causes of ill-health and harm for women in Victoria

WHISE works across 10 local government areas from South Melbourne down to the Mornington Peninsula and east to Casey and Cardinia. Our area of work is the Southern Metropolitan Region and is one of the most diverse and expanding regions across Australia.

WHISE proudly works in the South East Region of Melbourne to create equity by learning, educating and advocating for all women. We create positive and productive relationships based on understanding and evidence with leaders, individuals, communities and organisations in our region.

Our operating principles:

- We are collaborative and innovative
- We seek to create long term change to improve the lives of all women in our region
- We are curious and seek to constantly learn to improve our practice

Our **Values** are: Learning – Innovation – Collaboration – Integrity - Leadership



WHISE is an Incorporated Association in the State of Victoria (A0026387C) and a registered Charity with the Australian Charities and Not for Profits Commission. WHISE has an equal opportunity exemption and applications for this role and as such this position is open to applicants who identify as women.

## **Purpose of the position**

Working under the supervision of the Communications Lead, this role is responsible for a range of activities and tasks at WHISE to ensure that the organisation's social media maximises opportunities to engage and reach current and potential stakeholders. Using the organisation's policy and procedures in relation to communications, the role collaborates with other members of the WHISE team to ensure that the processes for running and promoting of WHISE activities and services through social media are implemented in a way that is consistent with our branding guidelines, values and policies.

The role exercises limited discretion on work and activities of WHISE that relate to coordinating the social media activity to promote health and wellbeing of all women in our region. The role will be asked to contribute to the strengthening and improvement of WHISE communication and stakeholder engagement practice and processes, as well as providing support – under the direction of the Communications Lead – across the WHISE team to lift our position in our region and expand our reach. Key to success is working in collaboration and partnership with others both within the organisation and, outside it on complex social policy and health matters to achieve the mission and goals of WHISE.

## **Responsibilities and KPI**

### **Implementation and Support**

Under the direction of the Communication Lead,

- Implement and maintain WHISE social media strategy to enable the promotion of the organisation's activities and promote our value for women and the Victorian Health Sector, work and goals.
- Work with colleagues to support the promotion of events and activities through the WHISE social media channels, to achieve health promotion and gender equity goals of WHISE.
- Maintain the organisation websites by performing routine tasks to contribute to the currency of the WHISE websites, monitor the website to provide advice to the Communication Lead about areas that need to be updated and corrected for currency and alignment to WHISE Brand guidelines. Within remit of role work with the Marketing and Events Officer to implement new content under the direction of the Communication Lead



In partnership with the WHISE team, facilitate and assist in the communication and marketing of WHISE activities, events, messages and health information through the organisation's social media channels in a way that maximises their reach and engagement.

As requested, work as part of cross functional teams to support the take-up and impact of our programs and services.

Contribute to the ongoing improvement of the social impact of WHISE and position in the Southern Region and across the broader sector. Seek out opportunities and recommend to the Communications Lead, ways to strengthen the approach and practice of communication processes at WHISE and the way that WHISE demonstrates its impact; under the supervision of the Communications Lead implement improvements to the way that WHISE undertakes its social media engagement activities

***Key Performance Indicators:***

1. Level and quantum (amount) of support provided to staff to assist with promoting, marketing and communicating about WHISE events and activities.

**Measure:** Maintenance and currency of social media plans; growth of social media engagement;

**Measure:** Currency and accuracy of WHISE website and growth in its use.

**Measure:** Audience Growth comprising increase in reach, engagement and impressions through social media and growth each quarter.

2. Continuous Improvement of processes and protocols

**Measure:** Number of recommendations and ideas about improvement to the way that WHISE implements its communications and marketing activity through social media and website.

**Product Implementation**

With the Communications Lead, and in collaboration with colleagues, develop and write material (copy and images) to distribute through WHISE social media in support of WHISE activities on intersectional gender equity, health promotion and primary prevention.

Provide support to the WHISE team to ensure WHISE's social media products and activity are in keeping with our agreed style guide and values, developing where required processes and protocols to ensure that WHISE social media channels and tools enable WHISE to achieve its mission and goals.

Under supervision of the Communications Lead, and in collaboration with colleagues, produce social media products to assist WHISE to promote to its stakeholders, partners, members and community the outcomes of our work, and to contribute to the promotion of women's health and wellbeing and intersectional gender equity.

**Key Performance Indicators:**

3. Produce and distribute social media products to promote the outcomes and impact of WHISE, and the work to primary prevention and health promotion of gender equity women's health and promotion.

**Measure:** Number of social media products and tools produced to support the promotion of women's health and wellbeing and gender inequality.

**Measure:** The extent to which activities contained in annual work plans of WHISE make use of social media and, the extent to which these social media tools and products align with WHISE Branding Guidelines and policies.

4. Effective coordination and organisation of WHISE social media products to facilitate efficient access so that WHISE can build on its social media practice.

**Measure:** WHISE holdings and files of its social media tools and products are in good working order and able to be navigated by WHISE staff to support the day to day work

**Planning and Reporting**

Under the direction of the Communications Lead,

- assist colleagues where appropriate to fulfil obligations to funders, and clients.
- support WHISE in applying for funding opportunities to expand available resources to improve women's health and wellbeing in Southern Metropolitan Melbourne.
- assist colleagues to acquit and write reports for funders.
- work collaboratively with other members of the WHISE team to achieve organisational objectives, to implement policy and procedures well and to ensure that the WHISE values are maintained.
- Monitor trends in digital communications including social media and websites and where relevant provide advice to the Communications Lead on opportunities for WHISE to improve its digital communication activity.

Model, follow and monitor adherence to Occupational Health and Safety practices and policies and perform all duties in a manner that ensures personal health and safety of self and others.

Seek to consistently improve and develop the own practice by monitoring trends in the social media sphere.

**Key Performance Indicators:**

5. Program of work as it relates to area of work, is delivered

**Measure:** Support delivery of workplan and annual outputs for the Communications area, are as per the WHISE business plan.

**Measure:** Works in a way that is in keeping with the WHISE values and policies and processes

**Academic and trade qualifications****Essential qualifications**

- Post-schooling qualifications in journalism, communications, writing or similar.

**Desirable qualifications**

- Post-secondary/Tertiary qualifications in marketing or communications

**Work experience and skills****Essential experience**

- 2 to 3 years' experience in a social media coordination role supporting implementation of Communications plans and strategies inclusive of deep working knowledge of social media platforms and design tools.
- Demonstrated understanding and experience of measuring impact of social media campaigns
- Experience in working with WordPress sites or similar
- Experience in designing visual content using design tools such as Photoshop, Illustrator, Canva and Venngage
- Experience in work as part of or with, community, industry, and colleagues to contribute to social good/benefit outcomes
- Working knowledge of practices, activities, and strategies to distribute complex ideas and information into the public for health benefits
- Experience with a diverse range of stakeholders
- Demonstrated understanding and skills in working with and being respectful of intersectional lived experience in the community
- Highly developed stakeholder engagement skills as it relates to managing and driving outcomes through partnership and relationship building
- Sound experience in planning and reporting on outcomes
- Experience of working with organisations similar to WHISE in terms of size, scope and culture

#### Desirable experience

- Knowledge of the Southern Metropolitan Region
- Lived experience and/or experience working with women in health and wellbeing and/or experience of working in improving women's health and wellbeing
- Experience in creating video content

#### **Personal qualities and behavioural traits**

##### Essential qualities or behaviours

- A feminist ethos and perspective and commitment to working with an appreciation of intersectional experience
- Approach to working in a way that is collegiate and collaborative
- Willingness to "roll sleeves" up to get activities done
- Reputation as an enabler and as a person who seeks to support the strengths in others
- Tolerance and adaptability to work in an environment that evolves at the pace of government policy and community need
- Demonstrated qualities in line with WHISE values

##### Desirable qualities or behaviours

- Lived experience of inequity of women in our community and society

#### **Requirements for the Role**

Persons in this role must have permission to work in Australia and have a current drivers licence.

#### **CEO signature:**

Performance review period: Annually

**Next review date: January 2023**