

Position Description

Job Title	Digital Communications Specialist
Work type	Part Time (0.6 -0.8 FTE - flexible)
Reports to	Head of Policy and Advocacy
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
- Provide comms advice and quality assurance services to the HIC Social Enterprise department
- Oversee quality control for all products including reports, marketing materials and other comms documents
- Ensure all content (including visual content) adheres with HIC house-style and brand guidelines

KEY COMPETENCIES

Specialist skills and knowledge

- A degree in Journalism, Professional Communications, 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

- Experience in creating marketing campaigns for projects and programs of work with measurable outcomes
- Experience managing and creating content for social media platforms including Facebook, Instagram, Twitter and LinkedIn
- Familiarity with office software including Microsoft Suite (Word, Excel, PowerPoint) essential.
- Experience with WordPress CMS to undertake website content updates (coding not required).
- Comfortable in a digital environment, including learning and using a variety of digital tools, e.g. Survey Monkey, Mailchimp, Canva and social media management tools.
- Experience with Meta for business (advertising and page manager).
- Experience with Adobe Suite – InDesign, Photoshop and Premier Pro

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.