

Communications Officer

Position Description

1 December 2025



Multicultural Centre for Women's Health is a national organisation led by migrant and refugee women to achieve equity in women's health and wellbeing.

Context

Multicultural Centre for Women's Health (MCWH) is a national, community-based organisation which is led by and for women and gender diverse people from migrant and refugee backgrounds. We advocate and educate to strengthen the health, wellbeing, safety and leadership of migrant and refugee women and gender diverse people in Australia.

MCWH works together with migrant and refugee women, community organisations, health practitioners, employers, communities and governments to build and share knowledge, achieve equity and improve health and wellbeing for migrant and refugee women and gender diverse people.

The purpose of the Communications Officer position is to support the implementation of MCWH communications strategies and action plans through content development, layout and social media engagement.

In line with the exceptions and exemptions outlined in the Equal Opportunity Act 2010, Section 28, MCWH actively seeks to employ women and gender diverse people from migrant and refugee backgrounds.

This is a part time 0.8 (30.4 hours per week) fixed term role for 1-year from appointment.

Position objectives

MCWH's vision is for migrant and refugee women and gender diverse people to be free from all forms of discrimination, to have autonomy over their lives, and experience health equity, wellbeing and safety in society.

The Communications Officer will conduct day to day communications in line with communications strategies and plans and to support MCWH projects and core advocacy campaigns and activity.

Organisational relationships

Internal

The Communications Officer reports directly to the Communications Manager and is a member of the Communications Department which sits in the Advocacy and Stakeholder Engagement Pillar.

This role works collaboratively within the Communications Department and works with staff members across the organisation to support projects and programs as required.

External

Relevant state and local government departments; funding bodies; state and regional research, service delivery and policy bodies; media; community organisations, Victorian Women's Health Services and migrant and refugee women and gender diverse people.

Extent of Authority

Day-to-day implementation of activities as directed.

Key Responsibilities

Communications Strategy and Planning

- Support the implementation of the Communications Strategy.
- Provide advice and support to MCWH staff about communications strategies to support their project and program deliverables
- Review and update internal communications processes as needed

Communications activity

- Implement MCWH's communications, social media and content plans in line with organisational strategy and priorities.
- Write, edit, and proofread high-quality content for a range of channels, ensuring accuracy, clarity and alignment with MCWH's tone and messaging.
- Design and produce communications materials and visual assets to support MCWH programs, campaigns and events, including digital and print formats.
- Manage day-to-day social media activity, including:
 - Planning and scheduling content across Facebook, Instagram, LinkedIn and YouTube
 - Creating posts, tiles, reels and captions
 - Monitoring engagement, comments and messages
 - Reporting on social media performance and analytics
- Coordinate content and publishing for MCWH's newsletters (WRAP, AGENCY, internal all-staff updates), including sourcing contributions, writing introductions, preparing Mailchimp campaigns and scheduling distribution.

- Maintain and update the MCWH website by creating new pages, uploading content, and ensuring accurate and timely publication of materials such as job ads, WRAP articles, and program updates.
- Support event communications, including developing promotional materials, scheduling posts, setting up ticketing (Humanitix), coordinating photography and videography, and uploading post-event resources.
- Liaise with staff, translators, program teams and external suppliers to develop and deliver communications materials.
- Provide support for media and advocacy activities, including drafting media releases, recording coverage, and maintaining media contact lists.
- Contribute to reporting and evaluation by gathering analytics and supporting monthly and quarterly communications reports.
- Assist the Communications Manager and wider Communications Department as required to achieve project, campaign and organisational goals.

General

- Represent MCWH externally as required and build and maintain relationships with key stakeholders
- Participate in team and staff meetings, including contributing to planning, development and evaluation of the organisation
- Develop a regular work plan and participate in regular performance appraisal and professional development
- Prepare work reports or other reporting materials as required
- Support the implementation of organisational activities organised by MCWH working groups, including responding to reasonable requests, training opportunities and surveys organised by MCWH working groups
- Other duties consistent with the role and as negotiated with the Communications Manager.

Selection Criteria

Essential

- Relevant qualifications or equivalent experience in communications, media, design, or a related field.
- Minimum of two years' experience in a social media or communications role.
- Excellent written and editing skills, with the ability to tailor content for diverse audiences and platforms.
- Demonstrated experience managing organisational social media, including developing content calendars, writing captions, creating designs and reels, scheduling posts, monitoring engagement, and reporting on analytics.
- Proven ability to design and produce high-quality communications materials using Canva and other design tools.

- Proficiency in using digital communications tools such as social media scheduling platforms (e.g. Later), Mailchimp, Humanitix, and SharePoint.
- Experience using Google Analytics (GA4) and applying insights to communications planning.
- Strong project and campaign planning skills, with the ability to coordinate multiple tasks and meet deadlines.
- Excellent interpersonal and communication skills, with the ability to collaborate effectively with colleagues, translators, and external suppliers.
- Commitment to, and understanding of, migrant and refugee women's issues from an intersectional feminist perspective.

Highly Desirable

- Knowledge and/or experience in women's health, health education, or gender equality sectors.
- Familiarity with intersectional feminist approaches and perspectives to health and communications.
- Fluency in a language other than English and/or experience working with multilingual content and translation processes.
- Experience maintaining and updating website content, particularly through platforms such as WordPress.
- Photography skills, especially at events.
- Familiarity with Adobe Creative Cloud applications and/or Microsoft Teams.

Special Requirements

- Some evening or weekend work may be required from time to time
- Some interstate travel may be required
- The candidate must be able to work from home and a hybrid working from home/office arrangement may become possible/necessary

Salary & conditions

- SCHADS Award Level 6.1
- Above-award leave entitlements as outlined in MCWH EBA 2013
- Salary Packaging Living Expenses up to \$15,900 pa
- Meals and Entertainment Program up to \$2,650 pa

Period of appointment

This is a part time 0.8 (30.4 hours per week) fixed term role for 1-year from appointment.

How to apply for this position

Applications should address the selection criteria in a cover-letter and include an up-to-date CV.

Successful applicants will be asked to complete a short task.

Please email your application with the subject line 'Application for Communications Officer' to
MCWH HR: hr@mcwh.com.au

For any questions, please reach out to Anne Johnston, Communications Manager:
annej@mcwh.com.au



Multicultural Centre for Women's Health

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