



Position: Communications and Engagement Officer

Hours: Part-time, 30 hour/week

Salary: SCHADS Award Community Services employee Level 5.

Term: 12-month fixed term contract

The Communications and Engagement Officer is responsible for delivery and monitoring of HCCA's Communications Strategy and supporting stakeholder engagement through member communications and event coordination.

This position is part of the Governance Team and works under the general direction of the Executive Director.

About working at HCCA

HCCA is a Health Promotion Charity and endorsed as Deductible Gift Recipient organisation. This means that there is an opportunity for staff to participate in salary sacrifice arrangements.

HCCA works within a Health Promotion Framework informed by community development principles and the Social Determinants of Health.

HCCA promotes a healthy work-life balance and is committed to offering employees a supportive family-friendly working environment.

Role Statement

This position plays a key role in delivering and evaluating HCCA's Communication Strategy and maintaining the organisation's brand. This includes creating, coordinating and reporting on content across traditional and digital platforms, including HCCA's websites and social media channels.

This role will involve digital communication and marketing activities, including website content, basic graphic design and data analysis to support reporting and evaluation.

The Communications and Engagement officer will also be required to support the wider team with managing memberships, stakeholder engagement and events, through effective communication and marketing on a range traditional and digital media platforms.

Health Care Consumers' Association

ABN: 59 698 548 902 | RAB No: 672 547 5772

70 Maclaurin Cres, CHIFLEY, ACT 2606

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Responsibilities:

Communications:

1. Coordinate the implementation, monitoring and evaluation of HCCA's Communications Strategy and branding guidelines.
2. Protect and reinforce HCCA's brand and key messaging, ensuring all communications activities effectively reflect the organisation's values, and support HCCA's strategic priorities.
3. Plan, write and design high-quality content, for regular member and stakeholder communications. This includes content for the fortnightly e-newsletter, HCCA websites, promotional material, resources, flyers, event promotion, and advocacy messaging.
4. Manage HCCA's digital communications and websites in consultation with key staff by scheduling and developing written and multimedia content, and ensure these platforms are kept current, consistent and engaging.
5. Building strong collaborative internal relationships across all program areas to ensure consistency in messaging and the effectiveness of communication activities.
6. Analyse and evaluate content performance. Report on analytics and advise the broader HCCA team on ways to improve audience reach.
7. Stay up to date on communications and software trends and developments.
8. Identify and implement new communications methods and opportunities.

Events:

9. Delivery of professional event planning and management that facilitates high quality engagement opportunities for members and partner organisations, including responsibility for delivery of quarterly Members' Forums and the Annual General Meeting.
10. Develop promotion and advertising material for HCCA events and activities to ensure they align with branding and accessibility guidelines.
11. Support event planning and coordination across the organisation.
12. Develop and maintain an events calendar, including key advocacy campaigns (i.e. patient safety week, drop the jargon day etc) and external events for HCCA outreach.

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Membership Engagement:

13. Support and strengthen engagement with new and existing members and drive an increase in organisation memberships.
14. Make contact with new members to drive active engagement with HCCA.

Selection Criteria

1. Relevant tertiary qualification or equivalent experience and minimum three years' work in a relevant field.
2. Knowledge of, and ability to apply, health literacy and accessible communication principles, including the ability to write in Plain English and communicate complex information to readers with low literacy.
3. Demonstrated exceptional writing and digital content creation abilities across a range of mediums and platforms for a variety of audiences, including experience with graphic design creation for print and social media.
4. Experience with relevant software and platforms, including:
 - CiviCRM or other CRM
 - Canva or other design software
 - Social media i.e. Facebook, Instagram
 - WordPress
 - online meeting and event platforms (such as Zoom, Humanitix, Teams)
 - Meta business suite
 - LinkedIn
5. Experience using analytics and data to provide advice and direction in delivery and evaluation of HCCA's Communications Strategy and to contribute to funding reports.
6. Proven track record of successful planning, delivery and evaluation of communication activities, preferably in the community or not-for-profit sector.
7. Excellent organisational and administrative skills, including experience with project management tools such as Planner, Trello, Canva and similar systems.
8. Demonstrated ability to communicate, consult and collaborate effectively with members, volunteers, community groups, government, service providers, and the media.

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9. Ability to work independently and as part of a small team, taking personal responsibility for achieving work outcomes within tight time frames.
10. An understanding of health promotion and education, health communication, the social determinants of health, and a commitment to the vision and values of the organisation.

Desirable:

- Previous experience working in a community or membership-based organisation.

Requirements


- Working With Vulnerable People Registration
- Be up to date with COVID-19 vaccinations
- All staff are required to sign and comply with the HCCA Staff Code of Conduct.

Responsibilities of all staff at HCCA

- Have an interest in health care and a commitment to the values of the organisation.
- Work in accordance with organisational policies and procedures and the SCHADS Award.
- Comply with the Staff Code of Conduct.
- Participate in strategic and operational planning processes.
- Contribute to evaluation and monitoring activities.
- Foster productive relationships with colleagues and our members.
- Work effectively with others, taking personal responsibility for achieving work outcomes.
- Participate in professional development, including setting of performance measures, skills development plan and performance feedback system.
- Promote HCCA and our achievements.

February 2026

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