

POSITION DESCRIPTION

Role Title	Communications Coordinator
Role Status	Full-time Flexible work arrangements (occasional evenings/ weekends)
Reports to	Health Promotion Manager
Direct Reports	NA
Location	Hedland Well Women's Centre 2b Leake Street South Hedland WA 6722

Our Centre

Incorporated in 1991, the Hedland Well Women's Centre (HWWC) is a community based, not for profit organisation funded by the WA Health Department. HWWC is also supported under a BHP Community Partnership. The Centre operates on a social model of health providing a wide range of services for the women of Hedland and their families.

These services include:

- Clinical Services
- Health Promotion
- Home Away from Home
- Mental Health and Wellbeing Services.

Our Vision

To be the trusted heart of Hedland where women connect, develop and thrive.

Our Mission

To champion women's health in a safe and inclusive space to create community connection, knowledge and support.

Our Values:

- Heart – We act with empathy, integrity, courage and respect.
- Community – We build and strengthen inclusion and connection.
- Voice – We listen, advocate and empower.

Aim

To reduce the incidence of disease and actively improve the health and wellbeing of women and their families in the Hedland area.

Our objectives are to deliver health promotion activities and programs that increase awareness of and improve the ability of women to have control over diseases that impact on their health. This includes both mental and physical disease.

To delivery health promotion and other services within the framework of the social model of health based on five goals:

1. Address the broader determinants of health.
2. Reduce social inequalities.
3. Empower individuals and communities.
4. Act to enable access to health care.
5. Involve intersectoral collaboration.

ROLE DESCRIPTION

The Communications Coordinator leads the development and delivery of HWWC's communications and marketing strategy. This includes planning and creating content, managing digital platforms, promoting programs and events and strengthening stakeholder relationships to advance HWWC's purpose.

CORE RESPONSIBILITIES

1. Marketing and Digital Media

- Develop and implement a comprehensive communications and marketing strategy.
- Design promotional materials (flyers, social media graphics, videos) aligned with HWWC and funding body branding guidelines.
- Manage website content and coordinate updates with IT support.
- Oversee social media presence, ensuring timely, accurate and engaging posts.
- Coordinate online content and marketing across all online platforms with Centre Coordinator and Health Promotion staff.
- Seek approval for marketing material from CEO and funding bodies or partners for the correct use of logos ensuring goals and objectives are delivered and reported on.
- Collaborate on annual marketing plans and seek media coverage for events.
- Monitor analytics to evaluate content performance and audience engagement

2. Communications

- Maintain accurate distribution lists for members and stakeholders.
- Draft and approve content for newsletters, social media and website.
- Identify media opportunities and liaise with local outlets.
- Respond professionally to enquiries and troubleshoot issues on behalf of the CEO.
- Ensure all communications reflect HWWC's purpose and vision.
- Design or approve content for social media platforms, website, communications and distribution lists, ensuring branding, communications and marketing strategy followed.
- Support working committee groups such as Pink Pilbara Breakfast.
- Responsible for coordinating, implementing, and evaluating outcomes for communications.
- Develop a strong understanding of business priorities, key deliverables and major projects to support the executive in planning, reviewing contracts, analysing reports and coordinating programs and services.

3. Membership and Community Engagement

- Oversee membership database and implement strategies to grow membership.
- Coordinate monthly newsletters and promotional campaigns.
- Maintain client and agency contact list.
- Assist with facilitation of health promotion displays e.g. shopping centre, NAIDOC week, Welcome to Hedland Expo etc.

4. Capacity Building

- Support and train team members in social media and marketing best practices.
- Develop systems for sustainable communication delivery.

5. Administration and Customer Service

- Uphold confidentiality and provide high-quality customer service.

- Assist with events, bookings and general administrative tasks.
- Maintain document control and compliance with organisational policies.
- Undertake well developed computer operation, knowledge, and skills, in system development, maintenance and implementation, while exercising initiative in the application of organisational established procedures and practices.

6. Stakeholder Relationships

- Build and maintain relationships with community partners and service providers.
- Represent HWWC at meetings and community events.
- Engage with program participants and Centre clients to educate and refer to relevant services.

7. Professional Development and other

- Participate in own performance development program in collaboration with relevant senior staff.
- Participate in continuing self-education remaining updated on technical and professional knowledge by attending educational workshops, joining professional associations, building networks with fellow professionals, and reviewing of industry publications.
- Carry out other duties as directed, which are within the competence, training, and ability of the employee.
- Adhere to the policies and procedures of HWWC.
- Work collaboratively within the executive team and with HWWC multidisciplinary staff, service coordinators, and management.

The above core responsibilities are intended to describe the general nature and level of work being performed by the incumbent appointed to this role. They are not intended to be an exhaustive list of all responsibilities, duties and skills required to perform the role. In addition, the incumbent must comply with the HWWC Code of Conduct, comply with all policies and procedures, and maintain a safe and secure working environment.

PERFORMANCE INDICATORS

Core Responsibilities	Measurement of Success (Key Performance Indicators)
1. Marketing and Digital Media	1.1 Develop strategy for successful promotion of programs and events consistent with HWWC's vision and mission. 1.2 Compliance with HWWC's brand guidelines always. 1.3 Ensure that website content is current and accurate.
2. Communications	2.1 Attend interagency meetings, develop networks with other service providers and promote HWWC services and programs. 2.2 Maintain up to date database and distribution lists. 2.3 Ensure social media postings are timely, accurate and aligned with marketing plan. 2.4 Collate relevant reports (e.g. program/ event feedback) and submit to CEO.

3. Membership and Community Engagement	3.1 Number of new members annually. 3.2 Members renewing their membership. 3.3 Email analytics from monthly newsletter. 3.4 Social media analytics (likes, shares, comments, reach). 3.5 Survey response rate and satisfaction.
4. Capacity Building	4.1 Develop systems and processes to support sustainable communication delivery. 4.2 Lead up skilling of team members to deliver communication tasks.
5. Administration and Customer Services	5.1 Maintain the highest standards of professionalism and confidentiality in all interactions and activities. 5.2 Build and maintain relationships with service users to develop trusting relationships, encouraging use of all HWWC services and programs. 5.3 Administration documents including forms are filled correctly.
6. Stakeholder Relationships	6.1 Attendance at relevant community working groups. 6.2 Build and maintain relationships with service providers, community organisations, and other stakeholders to enhance support services and collaborative opportunities. 6.3 Identify opportunities to expand and enhance the support services offered, ensuring they meet the evolving needs of the community. 6.4 Develop a calendar to ensure effective and timely liaison and networking with community stakeholders and providers.
7. Quality / Compliance	7.1 Knowledge, understanding and compliance of HWWC policies and procedures and their applicability. 7.2 Day-to-day management of and compliance with workplace health, safety and welfare, EEO obligations and directives etc. 7.3 At all times, conduct is professional, reputable and in accordance with HWWC's vision and mission.

SKILLS AND EXPERIENCE

1. Qualifications

- Degree in communications, marketing or related field (or equivalent experience).

2. Experience

- Minimum three years' experience working in a similar role/industry.

3. Skills

- Strong written and verbal communication skills, with effective interpersonal ability to engage clients, colleagues, stakeholders, and diverse clientele.
- Proficiency in Microsoft Office 365, Adobe, Canva, Meta, data management tools, digital collaboration platforms, and other web-based systems.
- Skilled in content creation, including design tools, video editing, and social media analytics.
- Knowledge of SEO, analytics, social media and digital marketing best practices, and how to use content to drive traffic, engagement, and leads.

- Ability to analyse data to understand audience behaviour and evaluate content performance.
- Strong time management, planning, and organisational skills, with ability to multi-task, prioritise, manage multiple projects, and meet deadlines.
- Attention to detail, accuracy, quality focus, and strong problem-solving skills using established procedures and guidelines.
- Ability to work independently and collaboratively within teams and with external stakeholders.
- Ability to lead a diverse team and support skills development in team members.
- Innovation and creativity to generate engaging storytelling, ideas, and content.
- Understanding of legislative requirements including work health and safety.
- Commitment to continuous improvement in systems and procedures.
- Strong commitment to diversity, inclusion, gender equity, and inclusive healthcare.

4. Other Requirements

- Incumbent is required to hold a current National Police Certificate (or equivalent) upon commencement of employment with HWWC.
- Other clearances (e.g. working with children, vulnerable persons, etc) may also be required.
- Some out of hours work will be required.

5. Training

- Cultural Competency training, ATSI and CaLD
- Accidental Counsellor
- FDV recognise respond refer, MHFA
- Other training deemed necessary by HWWC

Employee Name

Employee Signature.....

Date.....