

POSITION DESCRIPTION

Manager, Communications & Engagement

ABOUT WOMEN'S HEALTH EAST

Women's Health East is an independent women's health promotion organisation dedicated to achieving gender equality for all. Our purpose is to build a society where women and gender diverse people are healthy, safe and thriving in Melbourne's east.

WHE improves women's health and wellbeing through strategic partnerships, advocacy, and gender equity initiatives grounded in an intersectional and equity focused framework. We work directly with local governments, healthcare providers, organisations and communities, helping them understand the causes and impacts of gender inequality, and supporting them to make the institutional changes needed for fairer, healthier and safer communities.

We deliver health promotion programs for, and with, local women who experience marginalisation and disadvantage to advance their health, safety and wellbeing. WHE works in partnership with many partners across 7 Local Government Areas to transform health outcomes for women and gender diverse people and prevent gender-based violence.

WHE is one of 12 Women's Health Services across Victoria, comprising 3 statewide services (Women's Health Victoria, Multicultural Women's Health, Women with Disabilities Victoria) and 9 regional services (4 metro, 5 regional). Together, these form the Women's Health Services Network — a coalition of women's health services, each receiving funding from the Victorian government Departments of Health (DoH) and Family Fairness and Housing (DFFH).

Vision: Gender equality for all

Values: Inclusion, Respect, Integrity, Excellence

Purpose: To build a society where women and gender diverse people are healthy, safe and thriving in Melbourne's east

POSITION INFORMATION

Location	1/125 George Street, Doncaster East, 3109
Award	Social, Community, Home Care and Disability Services Award
Classification	Level 8
Tenure	Permanent Ongoing
Full Time Equivalent	Full time available with option for 0.8 - 0.9 FTE
Performance Monitoring	Six-month probationary review, then annual performance appraisals against key responsibilities and organisational goals.
Exemption	This position is only open to women and gender diverse people (i.e., people who identify as women and people whose gender identity does not align with the gender assigned at birth, including trans, non-binary, agender, intersex and other gender diverse individuals; not including individuals for whom their biological sex and gender identity is male). EOE H319/2022

POSITION CONTEXT

The Manager, Communications & Engagement is a member of the Executive Leadership Group (ELG) and provides strategic leadership to Women's Health East's advocacy, communications and gender equality initiatives.

Reporting to the Chief Executive Officer, this exciting new position leads Women's Health East's external engagement through strategic advocacy, communications, stakeholder partnerships and social media.

The role also provides leadership of the Together for Equality and Respect (TFER) partnership and Women's Health East's workforce capacity building program, overseeing a dedicated team that delivers high quality training, consultancy and advisory services. Through these initiatives, the team strengthens the capability of organisations to prevent gender-based violence and advance gender equality, while supporting the growth of Women's Health East's fee for service portfolio.

Our new strategy [Driving Lasting Change 2026-2030](#) is ambitious and aspirational. We understand that effective influence, storytelling and expanding our reach is essential to achieve our goals and achieving widescale change.

KEY RESPONSIBILITIES

Team Leadership	• Lead a dynamic, impactful and results oriented team and foster an organisational culture that embeds WHE's values and promotes accountability, empowerment and staff wellbeing. • Ensure organisational and team strategies are translated into operational plans and delivered effectively, monitoring progress, managing risks and driving continuous improvement to achieve agreed outcomes. • Provide individual supervision, leadership and performance development, including coaching, annual appraisals and identifying learning needs.
Strategic Advocacy and Systems Change	• Develop and deliver Women's Health East's advocacy and communications strategy to advance organisational priorities. • Lead the development of advocacy positions, policy submissions, briefings, events and campaigns to advance WHE's strategic goals. • Monitor emerging trends, government priorities and sector developments to inform organisational advocacy efforts and leverage opportunities to advance WHE priorities. • Lead and contribute to organisational and team strategies that align with Women's Health East's vision, strategic priorities and organisational objectives. • Develop and maintain strategic relationships with Government, sector and TFER partners, health services, local government, community organisations and other stakeholders. • Establish systems and approaches to strengthen stakeholder engagement, influence and collaboration. • Represent Women's Health East in strategic forums, networks and partnerships.
Communications and Brand	• Lead the development, implementation and evaluation of Women's Health East's communications, ensuring it aligns with strategic priorities, advocacy objectives and community need. • Develop and implement Women's Health East's brand strategy and social media engagement to support organisational priorities and respond to emerging women's health issues. • Lead the development and implementation of strategic communications and marketing activities that strengthen organisational profile, influence and impact. • Lead the planning, delivery and evaluation of external communications, media engagement, digital communications, publications and advocacy campaigns, providing strategic oversight while contributing to delivery where required.

KEY RESPONSIBILITIES	
	• Ensure consistent organisational messaging, brand identity and quality across all communication channels. • Provide strategic communications advice to the CEO, Executive Leadership Group and Board.
Training and TFER Partnership	• Oversee the design, delivery and evaluation of gender equality prevention initiatives, projects and partnerships. • Identify and develop fee for service opportunities that support organisational sustainability and sector capacity building to meet income and impact targets. • Represent WHE on the TFER Executive Governance Group, providing strategic oversight and supporting the effective governance and convening of the partnership. • Identify opportunities to amplify TFER's impact through strategic advocacy and communications.
Quality improvement & compliance	• Support the development and use of clear, consistent, and transparent processes and internal controls and compliance systems. • Regularly review processes, systems and services and facilities for continuous improvement. • Lead and contribute to monitoring, evaluation and reporting activities to measure outcomes, demonstrate impact and meet organisational and funding requirements. • Contribute to the development of organisational plans, including government required plans and reporting, ensuring alignment with strategic priorities and funding obligations. • Support the preparation of high quality reports and other documentation to meet funding, contractual and regulatory requirements including Annual Report. • Identify, monitor and manage risks within the portfolio, ensuring appropriate mitigation strategies are implemented, and organisational risk management and compliance frameworks are maintained.

KEY SELECTION CRITERIA	
Essential	1. Relevant Tertiary Qualification • Tertiary qualification and/or equivalent relevant management experience in communications, public policy, public health, social policy, gender equality, community development, advocacy, public affairs or a related field. 2. Previous Experience • Demonstrated expertise in communications, social justice advocacy, women's health and/or gender equality, alongside program management and leadership experience. • Proven ability to apply a gender lens to communications and strategies to drive social change. • Commitment to working within an intersectional feminist framework and the social model of health. 3. Team Leadership and Collaboration • Demonstrated ability to develop and lead high performing, multidisciplinary teams, fostering collaboration, strong WHE values and commitment to program outcomes. 4. Communication & Advocacy • Excellent written and verbal communication skills, including report writing, advocacy and content management, to enhance effective storytelling across diverse audiences and settings. • Ability to navigate complex political, organisational and stakeholder environments while enhancing brand and mission integrity.

KEY SELECTION CRITERIA	
	5. Partnerships and Stakeholder Engagement - Highly developed partnership and stakeholder engagement skills, with proven experience building and maintaining excellent high trust partnerships to influence outcomes and drive positive change. 6. Project and Financial Management - High level skills in planning, delivering, and evaluating multiple projects to achieve their goals and outcomes, including budget management and reporting. - Proven ability to deliver projects and outputs on time and within budget.
Desirable	Experience working within a women's health service, gender equality organisation, public health organisation, community sector organisation or government environment. Understanding of monitoring, evaluation and impact measurement approaches relevant to advocacy, communications and prevention initiatives Lived experience or demonstrated expertise working respectfully and in culturally safe ways with diverse communities, including Aboriginal and Torres Strait Islander peoples, migrant and refugee communities, LGBTIQ+ communities, and people with disability.
Other Requirements	- National Police Check and Working with Children Check (or ability to obtain). WHE will support successful applicants to obtain required checks where needed. - Capacity to undertake work related travel using appropriate and available transport options. - Willingness to travel within the region as required.