

Position Description

Position Title:	Coordinator, Social Marketing & Communications
Group / Office:	Social Marketing & Communications
Tenure:	Fixed term (6 months)
Full Time Equivalent:	1.0 FTE
Classification:	VicHealth Grade C (+ Superannuation)
Location:	Level 2, 355 Spencer Street, West Melbourne, 3003
Reports to:	Manager, External Communications
Further information:	Introducing VicHealth www.vichealth.vic.gov.au

VicHealth welcomes and values applications from candidates who are of Aboriginal and Torres Strait Islander descent, candidates with culturally diverse backgrounds, candidates with disability and those from the LGBTQIA+ community. We are committed to making reasonable adjustments to ensure a safe and healthy working environment.

About The Victorian Health Promotion Foundation (VicHealth)

VicHealth is Victoria's health promotion and prevention agency. Our purpose is to prevent chronic disease and improve health and wellbeing for all Victorians, with a particular focus on communities who face the greatest barriers to good health. We know that health starts long before healthcare, shaped by the conditions in which people live, learn, work and play. For over 3 decades, we've worked alongside communities, government and partners across Victoria to change these conditions, guided by a belief in equity, community agency and a fairer future for generations to come.

Purpose of the role

The Coordinator, Social Marketing & Communications (SM&C) is a communications all-rounder, supporting VicHealth's health promotion mission through engaging, audience-focused communications.

Based in the External Communications team, you'll work across all SM&C teams, contributing to a range of projects, activities and priorities across the group. You'll help develop and deliver communications for different audiences and channels, bringing strong writing, organisation, creativity and a willingness to learn.

Key responsibilities include:

- Developing and delivering content across a range of channels and formats, including campaigns, social media, web, email, media and events for different audiences and purposes.
- Coordinating communications projects and activities, working with colleagues across SM&C to deliver work on time and to a high standard.

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- Using communications data and insights to improve our work, including analysing channel metrics, coordinating monthly reporting and helping the team identify opportunities to strengthen the reach and impact of our communications.
- Providing general project, finance and administrative support across SM&C and contributing to team priorities as needed.

The Coordinator works closely with managers and colleagues across the SM&C group, building strong relationships across VicHealth and with key external stakeholders, including government departments, agencies and partners, to support effective collaboration and professional representation of VicHealth.

This is a busy, fast-paced role, ideal for a confident communicator who can manage multiple priorities, adapt content and communication approaches for different audiences and channels, and maintain a high standard of accuracy, accessibility and professionalism, while building strong relationships along the way.

We're looking for a curious, adaptable communicator with strong marketing foundations, who can hit the ground running.

Scope of the role

Financial	As per VicHealth Delegation Policy
People	None

Cultural and Professional Standards

The VicHealth Employee Culture Charter guides behaviour by outlining those key principles that set the cultural and professional standards to which all VicHealth staff commit.

To support the ways of working, these behaviours include:

1. **Trust:** working competently with VicHealth's vision, strategy and goals in mind; open, supportive, consistent and respectful communication with internal and external audiences; and working in a way that gains the ongoing respect and continued trust of partners and stakeholders.
2. **Challenge:** being open to doing things differently, to new ideas and processes; embracing change and being comfortable with ambiguity; and resolving conflict constructively.
3. **Accountability:** doing what we say we are going to do; owning our performance and outcomes for the benefit of VicHealth and stakeholders; being a role model for the staff we lead or supervise and for other staff; and encouraging growth in others.
4. **Results:** helping others at all levels, even if outside the scope of our role; being efficient and effective with stewardship of VicHealth assets and funds; and striving to maximise our collective impact.

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Main Role Responsibilities

Functions	Activities
Content and communications	• Write clear, engaging and audience-focused content for a range of purposes, audiences and channels, with strong attention to tone of voice, accuracy and plain English. • Develop, write and adapt communications content, from short-form digital and social content through to web copy, email, campaign materials, event content and other communications. • Contribute to developing and adapting messages for different audiences and communications objectives. • Support the delivery and publishing of communications across digital, social, web, email, media and other channels as required. • Apply accessibility, brand and quality standards to communications content.
Audience, insights and optimisation	• Gather, analyse and report on communications and campaign metrics and audience insights to help the team understand what is working and where there are opportunities to improve. • Coordinate monthly communications reporting, bringing together channel-level data and insights to support team planning and decision-making. • Contribute to content testing, optimisation and continuous improvement across channels. • Build knowledge of emerging communications, digital marketing and content practices, tools and trends.
Projects and campaigns	• Coordinate and support communications projects, campaigns and activities across SM&C, working with colleagues and stakeholders to deliver agreed outcomes. • Monitor project progress, timelines and risks and escalate issues or seek support where needed. • Look for opportunities to improve processes, collaboration and the way communications work comes together across channels.
Stakeholder and team support	• Work collaboratively with colleagues across SM&C and across VicHealth to deliver communications priorities. • Provide communications advice and practical support to internal teams and external partners as appropriate to the role. • Support day-to-day team coordination and administration, including monitoring, finance, reporting, meeting and project support. • Contribute to a positive, collaborative team environment and share knowledge and ideas.

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Ways of working	• Work flexibly and collaboratively, adapting to changing priorities and contributing wherever support is needed across the team. • Take initiative, use sound judgement and follow through on work with care and attention to detail. • Be curious and open to learning, seeking feedback and building new skills and knowledge over time. • Approach new tasks and challenges with energy and a willingness to find solutions. • Be a reliable and supportive team member who contributes to a positive, respectful and high-performing team environment.
Equity and Diversity	• Contribute to maintaining an environment where differences are valued, encouraged and supported
Governance, Risk, Behaviour & Conduct	Act in accordance with: • The Code of Conduct for Victorian Public Sector Employees as detailed in the <i>Public Administration Act 2004</i> (Vic) • VicHealth Policy, Procedure and Values as outlined on the VicHealth intranet
Occupational Health and Safety	• Takes reasonable care at all times for their own health and safety and that of others who may be affected by their conduct • Is responsible at all times for maintaining a safe and healthy work environment for all

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Key Selection Criteria (Knowledge, experience and skills)

Qualifications and experience	• Tertiary qualifications in marketing, communications or a related field, or equivalent experience • Experience in communications, marketing or a related field • Experience in public health, community, government or not-for-profit settings is a bonus, not a requirement
Skills and experience	• Strong writing and editing skills across digital, social and media channels, honed before AI came along and supercharged with the use of AI • An understanding of different audiences, and how to adapt messages and content to resonate with them • Comfortable learning, trialling and adopting new digital tools and platforms, including AI-assisted solutions • Experience with tools such as Drupal, Canva, Campaign Monitor social/analytics platforms (e.g. Meta, Google Analytics) or project management tools (e.g. Asana) is highly regarded, though not essential – full support is provided to build these skills on the job
Communication and relationships	• Confidently conveys ideas across a range of marketing channels, tailoring messaging to different audiences • Structures written communications clearly and effectively for social media, web, email and other digital platforms • Builds and maintains positive relationships with colleagues, stakeholders and external partners, recognising and valuing diversity • Listens, adapts and responds constructively to feedback, including on sensitive or challenging topics
Planning, organisation and initiative	• Plans and prioritises own workload, adjusting as needed to manage multiple tasks and competing deadlines • Tracks progress on tasks and projects, identifying barriers early and finding practical solutions • Shows initiative and sound judgement, taking ownership of tasks and following through to a high standard • Strong attention to detail and commitment to accurate, high-quality work
Flexibility and learning agility	• Adapts readily to changing priorities, new ideas and different ways of working • Open to contributing across different SM&C teams, activities and priorities over time, building broad experience beyond a single 'home team' • Approaches new challenges with curiosity and a genuine drive to learn and develop new skills

This position description was updated on 24/09/2026 and is a guide to the role and responsibilities that are required of this position as of this date. Other duties may be required to be undertaken from time to time. This position may involve limited work-related travel to visit other stakeholders or attending conferences, including working from locations other than the VicHealth office. Additionally occasional work outside core business hours may be required.