

Position Description

Title of position:	Marketing and Communications Officer		
Department:	Business Development		
Salary:	\$64,886	Classification Code:	HAO3
Award:	Victorian Public Health Sector (Health Professionals, Health and Allied Services, Managers & Administrative Officers) Enterprise Agreement 2011 – 2015		
Position created:	April 2018	Region:	Loddon Mallee

Position details

1. Primary objectives

To deliver marketing and communications content for all Sunraysia Community Health services and projects and raise the profile of the work of SCHS in line with SCHS' Annual Marketing Plan. This will involve working in collaborative partnerships with all SCHS streams as well as the broader health and community service sector in Mildura.

The position is intended to model the use of best practice standards for culturally appropriate communication.

2. Key Selection Criteria

Mandatory

- Tertiary qualification in marketing, event management, health promotion or related field or a minimum of 5 years experience in marketing or events management.
- Highly developed skills in marketing, communication and events management and planning.
- Highly developed IT Skills, including:
 - strong design and formatting skills, including demonstrated experience in the production of hard copy, online and audio-visual resources
 - Experience in managing a website and working with content management systems (WordPress), social media, email marketing tools (Mailchimp) and demonstrated experience with Search Engine Optimisation (SEO) techniques
 - the use of the Microsoft Suite of products
- High level writing skills, including the ability to write for highly diverse audiences
- Highly developed planning, organisation and time management skills.
- Ability to be both self directed and work autonomously and to work as part of a team to meet shared deadlines, schedules and Key Performance Indicators.

Preferred

- Experience in a similar role in a multi-disciplinary organisation, with key relationships with Executive and senior managers

3. Specific accountabilities

As the marketing and communications officer you will:

- Assist in managing the SCHS brand including key messages, visual identity and templates
- Develop and maintain SCHS key promotional assets including brochures, website, display materials, corporate publications
- Develop content for SCHS promotional materials in partnership with other SCHS staff including written, graphic and audio-visual content for printed and electronic materials
- Develop and maintain appropriate distribution channels for promotional materials
- Establish and maintain an effective social media presence for SCHS
- Maintenance of our relationship with media outlets including: regular distribution of media releases; timely, coordinated responses to media requests; monitoring newspapers and coordination of events to attract media attention
- Maintain strong relationships with other key local service providers
- Improve referral pathways to SCHS including establishing SCHS services as the preferred referral service for local GPs
- Communicate changes in service delivery to update agencies on any changes to referral pathways

- Ensure consumers are actively engaged in the development and delivery of our promotional materials
- Internal promotions of services to staff so they have a strong awareness of other SCHS services that would be beneficial for their clients
- Coordination of internal and external promotional events and traditional or digital campaigns and attending them to facilitate their success
- Coordination of key activities and volunteers for the SCHS Easter Appeal, including attending activities to facilitate their success
- Manage tasks, timelines & priorities for role
- Other duties as required.

4. Maintain general health service requirements by:

- Working cooperatively, constantly respecting and supporting fellow staff and developing positive channels of communication and sharing duties as required.
- Leading and participating in team initiatives, including regular staff meetings in order to assist in the facilitation of effective communication.
- Contributing to the achievement of the goals as outlined in the Strategic Plan and the overall objectives of the organization.
- Participating in staff appraisal/professional development review process at least annually.
- Participating in the quality and safety system by assisting with monitoring and evaluating activities and mechanisms, identifying opportunities for improvement and correcting problems to improve customer care services.
- Maintaining a high level of and, demonstrating an awareness of infection control standards special precautions as applicable to the role.
- Assisting in promoting the organisation as a health service, integrating health promotion into all activities of the service, and creating alliances with other settings, consumers and the community with the aim of achieving healthy gains for the community.
- Adhere to Sunraysia Community Health Services' 'Code of Conduct' for employees.
- Completing online QUIT Brief Intervention training and integrating smoking cessation into service provision.
- Complying with OH&S, WorkCover and EEO requirements by supporting the overall quality and safety system to provide a safe and healthy work environment, free from sexual harassment and discrimination.
- Ensuring reasonable care is taken to perform work by implementing safe work practices and procedures so as to prevent / minimize injuries and illness to self and others, and by utilising appropriate personal protective equipment.
- Actively supporting and encouraging a safe work environment by identifying and reporting any health and safety hazards, accidents, incidents, property damage and mishaps in the workplace.
- Cooperating in reasonable workplace changes designated to assist in rehabilitation of self or fellow workers.
- Attending annual mandatory risk management service training – fire, emergency and manual handling.

5. Conditions of employment

- The details of the position may be adapted to changing organisational requirements as determined by service-wide planning processes and or directives stipulated by the funding source.
- Must pass and maintain a suitable pre-employment Police Check. Employment may be terminated as a result of details disclosed in a Police Check report. Incumbent must provide SCHS with evidence of currency on a 3 year basis and as required.
- All appointments likely to be engaged in child-related work are subject to a satisfactory Working with Children Check, the cost of which will be met by the incumbent. Employment may be terminated as a result of details disclosed in a Working with Children Check report.
- All positions are subject to a probationary period of three months. Ongoing employment will be subject to successful performance during this time.
- Maintain professional registration, licenses, provider numbers and insurance certificate of currency, if relevant. Incumbent must provide SCHS with evidence of currency on an annual basis and as required.
- Adhere to SCHS policies and procedures and utilise resources provided (eg SCHS motor vehicles).
- Ensure client and staff confidentiality is maintained at all times.
- Possess a valid driver's license as you may be required to travel between and / or work from any

SCHS site.

- Some out of hours work may be required from time to time, but will be managed in a manner that ensures work / life balance.
- Maintain a smoke free working environment.
- National Immunisation Program: this position falls within the healthcare worker risk category C. (Refer to the SCHS staff immunisation procedure IC 001 PRO for further information).
- Undertake annual competency based training including SCHS annual update, OH&S, fire and emergency, manual handling and personal protective equipment (PPE) training.
- Discharge the duties and obligations of the role in a professional and competent manner.

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