



Position Description

Marketing and Communications Officer
May 2022



POSITION TITLE

Marketing and Communications Officer

Wellington Aboriginal Corporation Health Service

LOCATION

Flexible

POSITION TENURE

12 months with opportunity to extend

WHO WE ARE

Wellington Aboriginal Corporation Health Service (**WACHS**) aims to empower targeted Aboriginal and Torres Strait Islander people to take control of their individual, family and community health and wellbeing needs through the community-controlled model. Our main services are located in Wellington, Dubbo, Moree, Western Sydney, Penrith, Nepean Blue Mountains, and we provide outreach services to other towns and communities through our regional programs

We are an Aboriginal Community Controlled Health Service offering Primary Health Care Services and an Integrated Care program, as well as a number of specialist clinical staff and AHW's, a Specialist Programs Unit incorporating Social & Emotional Wellbeing, Child & Family Support, Drug & Alcohol, Aboriginal Family Health, Aboriginal Local Support, a Healthy for Life (H4L) Program, Maternal & Child Health Worker, Aboriginal Health Workers, Youth Health Worker and Dietitian targeting Maternal & Child Health and Chronic Diseases, regional programs including Australian Nurse Family Partnership Program, Aboriginal Children's Therapy Team, Tackling Indigenous Smoking Program. Our staff are supported by an Executive Management Team located across our service areas.

www.wachs.net.au www.gwahs.net.au

POSITION DESCRIPTION

This position is responsible for providing communication support across the organisation. The key objectives of the role include to:

- 1) Develop and implement communications on behalf of WACHS;
- 2) Raise WACHS public profile and promote understanding of our objectives and activities both internally and externally;
- 3) Oversee all social media and website delivery;
- 4) Manage branding and build relationships with key media contacts;
- 5) Lead the strategic media and communications support in consultation with the Executive Management team

REPORTING TO

This position reports to the Human Resources Manager.

DIRECT REPORTS

No positions report directly to this role.

KEY RESPONSIBILITIES OF THIS ROLE

Content Creation

- Develop graphic design concepts across a range of media
- Contribute to the development and maintenance of a consistent corporate image and identity including providing advice and design services for all publications and other related material.
- Deliver innovative, attractive, broad-reaching and high-quality design as well as ensuring the highest standards of documentation
- Implementing effective evaluation and feedback mechanisms to ensure ongoing quality improvement in the delivery of creative design activities
- Creation of infographics, icons and graphs for social media and other material

Marketing Strategy

- Develop and implement marketing and communication strategies across all service product groups within the organisation
- Develop and implement communication and marketing strategies for key initiatives within the organisation including - but not limited to - social media profile, website, newsletters, flyers and posters.
- Lead the delivery of consistent branding across the organisation.
- Planning and revising schedules as required in-line with current promotional activity
- Work with Executive team to develop all PR, media, editorial and event materials as well as maintaining contacts and database
- Form strategic partnerships, including within the media, that will benefit the organisation in achieving effective and meaningful relationships with stakeholders as well as other organisational objectives and goals.

Content and Campaigns

- Deliver WACHS' corporate communications, ensuring consistency in messaging and profile-building on priorities and objectives.
- Deliver the development of media and other communications to support operations and strategic objectives.
- Identify opportunities to promote the organisation's achievements and brand, including through media, sponsorship and advertising.

- Develop and deliver marketing campaigns across digital platforms that target different audiences with relevant content and ensuring their goals are reached
- Work with the leadership and projects teams to produce high quality content across digital platforms and also event and client presentations
- Lead development of human-interest stories and content to raise the profile of issues important to the organisation.

Website Maintenance

- Maintaining the organisations website ensuring SEO is optimized
- Maintain and regularly update all website content including Blogs and Case Studies

Reports & Statistics

- Ensure that management, statistical and other reports are provided to relevant stakeholders on organisational, program and statutory requirements including analysis, reporting of results and supporting recommendations.
- Contribute to the Annual report, Board reports and other statutory reporting to ensure the Board is informed on all relevant organisational activities.
- Work with CEO, executive management team and Corporate Support Officer to ensure all notices of meetings etc are loaded onto websites, issued through social media channels, emailed to recipients, advertised etc in accordance with the requirements of the Rule Book and the *Corporations (Aboriginal and Torres Strait Islander) Act*.

Systems, Policy and Procedure Development

- Develop relevant policies and procedures to ensure that functions are demonstrating consistent practices and support strategic objectives.

Other duties as consistent with the position where required.

SKILLS AND EXPERIENCE REQUIRED

- Experience working in media, marketing or communications, preferably for an Aboriginal organisation, not-for-profit or community services organisation.
- Understanding of Aboriginal communities and their communication preferences.
- Experience utilising digital content software, marketing software platforms, video editing and special effects and digital production.
- Strong storytelling skills, and excellent production and editing abilities which can be presented through a variety of formats
- Experience in developing and implementing effective, multi-channel communications strategies and campaigns.
- Understanding of the principles of brand marketing, with experience in promoting a consistent brand experience in media relations.

- Ability to independently manage social media profiles and grow audience engagement.
- Strong interpersonal communication skills (both written & verbal) and proven ability to work with relevant stakeholders
- Excellent attention to detail
- The ability to work effectively autonomously and within a team
- Proven team player, able to thrive in a highly changeable setting and work with people cross functionally
- Ability to hold all relevant security clearances including the National Police Check and Working with Children clearance in accordance with WACHS policy and procedures