

## Position Description – Communications & Marketing Officer

<b>Position</b>	Communications & Marketing Officer
<b>Employment status</b>	This position is part time
<b>Accountability</b>	The position will report to the Executive Director
<b>Remuneration</b>	SCHADS Award Level 4 pay point 1 Commensurate with responsibilities of position and experience of the successful candidate. Access to the benefits of salary packaging available.
<b>Location</b>	The position is based at Hepatitis ACT, 36 David Street, Turner ACT 2612

### About Us

Hepatitis ACT is a community-based hepatitis organisation funded by ACT Health. We work to prevent viral hepatitis transmission, reduce morbidity and mortality, and minimise the related personal and social impacts. These outcomes are achieved through the design and delivery of:

- targeted education activities and resources (including in languages other than English) for priority populations;
- a program of broader community awareness, health promotion, and representation to help raise the profile of viral hepatitis commensurate with its prevalence, incidence, and burdens;
- advocacy, support, and referral;
- training and development for organisations and workers providing support and care for priority populations;
- secondary needle and syringe program (prevention) services.

### Our Vision and Values

**Vision** – Better health and wellbeing of our community through the elimination of viral hepatitis.

#### Values:

- We treat all people and their data with respect and integrity.
- We support self-empowerment through Culturally Safe care, tailored to meet the needs of diverse populations.
- We provide inclusive and confidential services that respond to community needs.
- We collaborate with partners for maximum impact to ensure no one is left behind.
- We value accountability and evidence-informed practice.
- We believe everyone deserves equitable access to quality healthcare and support, regardless of background or circumstance.

### About the position

This position is responsible for supporting the Executive Director with day-to-day management of media, communications, and engagement activity for the organisation. The role includes assisting with the coordination of awareness campaigns, social media, and publication development and release.

**Key Position Responsibilities**

The Communications Officer will work collaboratively and independently within a small team environment using a health promotion and community development approach to:

- Contribute to the development, implementation, and evaluation of communication and stakeholder engagement strategies, plans, and activities that support Hepatitis ACT's objectives.
- Write, edit, and format material for publications, reports, and other communications materials, including coordination of a regular e-newsletter.
- Assist with managing the day-to-day media and communications activity of Hepatitis ACT
- Assist with the coordination and delivery of awareness campaigns and related projects, including liaison with partners, consultants, correspondence, meeting and event organisation, timelines, and outputs.
- Assist with the coordination of actions under the Hepatitis ACT Social Media Strategy, including planning and coordinating social media engagement
- Draft material for the Hepatitis ACT website (with input from other teams as necessary) as well as providing advice on the development of the organisation's digital platforms.
- Assist with the promotion of major Hepatitis ACT events, such as community forums, education campaigns, and World Hepatitis Day events, and provide logistical 'on-the-day' event support.
- As directed by the Executive Director, provide communications support to Hepatitis ACT team members, including proofreading and editing to ensure finished products are clear to stakeholder audiences and consistent with Hepatitis ACT style guide.

**Corporate Requirements**

- Participate as an effective team member within Hepatitis ACT, including assisting other members of the team when required.
- Perform administrative tasks including helping people with technical issues, merging, and formatting documents.
- Assist the Executive Director with Board Reporting.
- Demonstrate a strong commitment to a quality culture, implementing standards of excellence and a continuous improvement business focus.
- Support and promote a strong health and safety culture by ensuring all work activities are performed in compliance with the organisation's Work Health and Safety Policy.
- Reinforce and promote the principles of Equal Employment Opportunity and diversity in the workplace by ensuring that all employees and stakeholders are treated with dignity and respect.
- Be conversant with policies and procedures relevant to this position and workplace.
- Undertake other duties as required, commensurate with skills, knowledge, and experience.

**Key Relationships**

Internal:

- Reports directly to the Programs Manager
- Works closely with Hepatitis ACT colleagues
- Liaises as appropriate with board members

External:

- People affected by viral hepatitis
- People and organisations who work with, support, and care for people affected by viral hepatitis
- Hepatitis ACT members and service users

**Skills, Knowledge, and Experience**

The candidate characteristics for this position include:

- Tertiary qualification in communications, public relations, journalism, marketing, or other related discipline, coupled with at least 2 years' professional experience in communications, stakeholder engagement, and/or public relations.
- Proficient in using Facebook, Twitter, Instagram, and other social media platforms with a passion and skill for identifying the latest trends and technologies.
- Demonstrated experience in website/CRM maintenance
- Strong verbal and written communication skills with excellent attention to detail and the ability to write for different audiences.
- High degree of professionalism with excellent interpersonal skills.
- Ability to develop and apply creative, workable solutions.
- Highly organised and able to manage projects, balance several conflicting priorities, and respond to changing demands.
- A team player and able to work collaboratively.
- Proactive, keen to learn, and willing to roll up your sleeves and get the job done, even in situations where the work is outside the scope of your respective role.

**Desirable characteristics include**

- A strong writer and storyteller with the ability to communicate creatively.
- Awareness of policies and issues relevant to viral hepatitis and liver health in Australia.
- An awareness of the news, media, and social media landscape within Australia.
- Experience working in a hybrid, small team environment with a community-based organisation.