



Employee Position Description

Position Details		
Position Title: Marketing and Communications Advisor (max. term part time)	Department: People, Strategy & Growth	Reports To: Communications & Marketing Manager
Primary Work Site: Hawthorn	Is travel between sites required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Is hybrid working available for role? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Employment Status <input type="checkbox"/> Permanent <input checked="" type="checkbox"/> Maximum Term <input type="checkbox"/> Casual		Does the role have direct reports? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Enterprise Agreement: VICTORIAN STAND-ALONE COMMUNITY HEALTH SERVICES (HEALTH AND ALLIED SERVICES, MANAGERS AND ADMINISTRATIVE OFFICERS) MULTIPLE ENTERPRISE AGREEMENT 2022-2026		Classification: Grade 3
Position Primary Purpose		
<p>The purpose of this position is to support the activities of Access Health and Community by enhancing brand awareness, promoting growth initiatives and engaging with staff, clients and community through impactful internal and external communications and marketing.</p> <p>The Marketing and Communications Advisor is responsible for supporting the development and implementation of effective marketing and communications strategies that align with AccessHC's strategic plan and vision. This includes creating engaging content for various channels, overseeing the delivery of marketing campaigns in collaboration with marketing agencies and the Communications and Marketing Manager, and ensuring brand consistency across all communications.</p>		

Key Accountabilities	
Focus Area	Responsibilities
People Centred	<ul style="list-style-type: none"> Proactively contributes to a warm and welcoming environment for all. Demonstrates openness, inclusiveness, sensitivity, and respectful interactions with all people. Listens to, understands and demonstrates empathy and respect through words and actions.
Commitment to Access	<ul style="list-style-type: none"> Delivers evidence-based practice as aligned to the organisational service model Implements consumer and employee feedback, community engagement and impact measurement frameworks and tools to ensure continuous improvement of internal and external service provision
Collaboration & Innovation	<ul style="list-style-type: none"> Works collaboratively with others and shares information freely to identify and implement opportunities for innovation and integration of work
Risk Quality & Safety	<ul style="list-style-type: none"> Contribute to organisational risk, quality and safety systems being implemented across the team Contribute to and comply with regulatory, contractual and organisational requirements; including contribution to preparation for accreditation activities. Contribute to the development, review and implementation of policies and procedures to support compliance in providing quality work.
Internal Communications	<ul style="list-style-type: none"> Under direction, prepare accurate and timely communication to support the delivery of the organisational communications strategy and business plan. Research, write and publish internal news articles, newsletters and resources. Ensure up-to-date and relevant information is published on the Intranet and other internal and external channels. Coordinate key events such as all staff meetings, celebrations and roadshows. Contribute to the evaluation and reporting of communications activities. Perform administration tasks to support the communications team.
External Communications & Marketing	<ul style="list-style-type: none"> Under direction, develop and implement effective marketing and communications strategies. Create engaging content and plans for social media, website and various channels to increase reach and engagement. Oversee the delivery of marketing campaigns in collaboration with marketing agencies and the Marketing and Communications Manager.

Key Accountabilities	
Focus Area	Responsibilities
	<ul style="list-style-type: none"> • Work closely with external designers and partners, managing creative briefs from concept through to production and delivery. • Contribute to the development of a range of communications materials, including brochures, posters, signage reports and website updates. Design content on Canva using provided templates and in line with the brand guidelines. • Support Communications and Marketing Manager in the development and distribution of external communications with stakeholders including patients, clients, partners, community organisations and governments.
<p><i>Beyond the key accountabilities specific to the role, all employees are expected to demonstrate the values of the organisation and the capabilities set out in the AccessHC Core Capability Framework (Attachment 1). The position description outlines the key accountabilities of the role but is not exhaustive. All employees will be expected to comply with their manager's directions when and as required, which may include completion of duties not listed in this document.</i></p>	

Selection Criteria	
Screening Requirements	<div> <input checked="" type="checkbox"/> Police Check overseas in last 10 years <input checked="" type="checkbox"/> International Police Check (if lived overseas) </div> <div> <input checked="" type="checkbox"/> Working with Children Check <input type="checkbox"/> NDIS Worker Screening </div> <div> <input checked="" type="checkbox"/> Australian Driver's License </div>
Qualifications	<ul style="list-style-type: none"> • Tertiary qualifications in communications, marketing, or a related discipline
Experience	<ul style="list-style-type: none"> • Demonstrated experience in a similar communications or marketing role
Demonstrated Skills and Knowledge	<ul style="list-style-type: none"> • Excellent written and verbal communication skills with the ability to create, write, edit and proof content for a range of audiences and channels • Demonstrated organisational capabilities and attention to detail with strong time management skills • A team player with well-developed interpersonal skills and demonstrated ability to work co-operatively with a range of people

Selection Criteria	
	<ul style="list-style-type: none"> High level of knowledge and experience using information systems, including Microsoft Office, Sharepoint, Wordpress, Campaign Monitor and social media platforms.
<p>Access Health and Community is an equal opportunity employer committed to providing an inclusive working environment that embraces and values all people, regardless of cultural background, age, gender identity, sexuality or lived and living experience. We value the diversity and strength of Aboriginal and Torres Strait Islander cultures and are committed to delivering on our vision for reconciliation through our recruitment and employment practices.</p>	

Authorisations	
Employee Name: Signature: _____ Date: / /	Manager Name: Signature: _____ Date: / /