

**Success Profile** Communications and Engagement Officer  
**Team** Communications and Marketing  
**Supporting** Business Development and Communications

**You will make a difference by**



- Leading the development of IPC Health marketing collateral, communications planning, web/social media promotions to maximise client engagement and positive brand experience.
- Actively planning and implementing communication and marketing strategies that add to our brand narrative and enhance staff to tell their story.
- Using communication strategies that entice and engage prospective employees, partners and funders to support IPC Health's strategic and operational projects.
- Demonstrating leadership, personal accountability, and a high level of autonomy, while also working as part of a cohesive team with broader organisational wide relationships and multiple responsibilities.

**To succeed, you will need**



- A tertiary qualification in Communication, Marketing Design or related field with a minimum of 4 years' experience in a similar role.
- Demonstrated experience managing and monitoring print, media, websites, social media and new technologies to maximise the effectiveness of promotional activities and to ensure positive brand representation.
- Outstanding written and oral communication, with proven ability to translate complex issues into persuasive narratives/ messages for different audiences.
- High level organisational and time management skills, including the ability to work under pressure and within tight project timeframes.
- Well-developed written and oral communication skills and demonstrated ability to build and maintain relationships with key stakeholders.
- High level technical skills including ability to access and maintain web systems and proficiency with software applications including Microsoft Office, Adobe Creative Suite, Canva, Social Media platforms and Apps.

**You will improve and promote One Team IPC Health by**



- acting with purpose, measuring our results, and celebrating achievements (**We make a difference**)
- going above and beyond, demonstrating understanding and respect for our communities and each other (**We are passionate**)
- learning, experimenting and innovating (**We are creative**)

**We will contribute to your success by**



- providing opportunities for you to share what is important to you, your wellbeing, and what you need
- aligning the contribution you make to IPC Health's strategy
- guiding you in what to do, when and how to do it
- developing your skills with regular feedback and exploring career opportunities
- ensuring you feel fulfilled at the end of each work day
- being committed to maintaining a barrier-free environment for all and welcoming individuals of diverse backgrounds, including but not limited to, those from the Aboriginal and Torres Strait Islander, Culturally and Linguistically Diverse and the LGBTI communities



### Key Deliverables and Measures

- Develop and communicate new and innovative content ideas for a range of platforms included web, social media and print ensuring positive brand reputation and prepare reports on the outcomes and performance of any promotional activity.
- Maintain and update the IPC Health website and staff intranet with the latest organisational updates and achievements.
- Develop and manage internal and external communication plans ensuring tasks and milestones are achieved in a timely manner and within budget.
- Coordinate contractors on project deliverables in line with established plans, budgets, timeframes and other priorities.
- Liaise with relevant staff, in relation to project and business development matters, brand awareness and coordinate workshops, meetings, and focus groups as needed.



### Key Relationships

- Reports to the General Manager People, Governance and Community
- Member of the Communications and Marketing Team.
- Works closely with IPC Health's Leadership Team.
- Builds relationships with staff organisation-wide.



**MINDFULNESS**



**IMPACT**



**INNOVATION**



**DIVERSITY**

## Mindfulness

in leadership is represented by the focus and presence of mind to act with integrity, grit, resilience, adaptability and kindness — even in challenging circumstances.

## Impact

in leadership is a mindset that compels you to seize opportunities, to act with self assurance, to inspire action, and to empower others through active listening and communication.

## Innovation

in leadership is a growth and learning mindset that thrives in ambiguity, senses change, fosters deep curiosity and enables experimentation and creativity to thrive.

## Diversity

in leadership is a mindset that enables the awareness, empathy, collaboration and diplomacy to communicate, engage and work with anyone.

At IPC Health, we believe that strong leadership is a state of MIND. We are all leaders.

**MIND** ipc health leadership