



<b>Position Title:</b>	Media & Communications Advisor, Community Health First
<b>Reports to:</b>	Strategic Advisor, Community Health First
<b>Hours:</b>	0.6 Equivalent Full-Time (flexibly delivered)
<b>Duration:</b>	12 months fixed term
<b>Location:</b>	Hybrid with site location primarily Access Community Health in Hawthorn Movement across the Melbourne will be required as needed
<b>Agreement:</b>	Victorian Stand Alone Community Health Services Multiple Enterprise Agreement 2022- 2026
<b>Classification:</b>	Grade 3

## BACKGROUND

Community Health First unites all 24 of Victoria's registered community health services with one shared goal – improving the health, wellbeing and quality of life for all Victorians.

Community health services play a unique and important role in ensuring access to essential support for all Victorians. Community health services operate out of more than 190 sites across metropolitan, rural and regional Victoria, employing over 10,000 people to support more than 500,000 Victorians every year.

Community Health First aims to:

- Raise awareness of community health with decision-makers and influencers
- Showcase the work of community health state-wide and build public support
- Shift attitudes of policy-makers and decision-makers to place high value on community health
- Position community health to effectively influence State and Federal budgets and policy decisions.

Community Health First is overseen by a Steering Committee of community health CEOs and is funded through member organisation contributions.

## POSITION PURPOSE

This is a newly created role for a driven communications professional committed to collaboration and excited by impact focus work.

For 50 years community health services have been responding to the needs of Victorian communities, supporting millions of people through provision of high quality support and services and addressing health inequalities. This position play a key role in telling the story of community health across Victoria through external communications and media.

## RESPONSIBILITIES

You will be a strong communicator and writer, with a passion for storytelling, an interest in collaborating with and working alongside a wide range of stakeholders across the state, and the skills to think strategically and work autonomously to drive projects forward.



<b>Internal Communication</b>	<ul style="list-style-type: none"><li>• Establishing and maintaining effective working relationships with internal stakeholders, including media and communications staff in partner organisations, to deliver on Community Health First's objectives</li><li>• Engage staff through regular forums and communication</li><li>• Support staff with brand guidance and maintaining shared assets through a resource library</li></ul>
<b>External Communication</b>	<ul style="list-style-type: none"><li>• Leading, coordinating and managing external communications for Community Health First through media, social media, website and campaign collateral</li><li>• Serve as a contact point for Community Health first media.</li><li>• Generating proactive media opportunities to promote the work of community health in Victoria</li><li>• Develop engaging content for Community Health First social media channels and website</li><li>• Establishing and maintaining effective working relationships with external stakeholders, including journalists, to deliver on Community Health First's objectives</li><li>• Participating, as required, in external stakeholder relations.</li><li>• Support the Chair, Steering Committee and Strategic Advisor with external communications with stakeholders</li></ul>
<b>Project Management and reporting</b>	<ul style="list-style-type: none"><li>• Coordinate or assist with coordinating key events throughout the year, ranging from CEO workshops to parliamentary delegations, with written materials and project management Undertake or manage a range of shared projects</li><li>• Provide regular reports on the impact of media and communications activities</li><li>• Maintain shared stakeholder map and proactively drive stakeholder contacts</li><li>• Undertake and assist in a range of shared projects</li></ul>
<b>AccessHC Values</b>	<ul style="list-style-type: none"><li>• Through actions and behaviour, demonstrate AccessHC Values of; <b>Equity, Collaboration, Respect, Innovation and Quality</b></li></ul>
<b>Governance and Compliance</b>	<ul style="list-style-type: none"><li>• Act in accordance with AccessHC's policies, procedures and code of conduct</li><li>• Maintain updated and valid credentials in accordance with relevant legislation and industry requirements where applicable to the position</li><li>• Participate in mandatory training requirements to support the delivery of a safe and effective service</li></ul>
<b>Workplace Health and Safety</b>	<ul style="list-style-type: none"><li>• Act in accordance with health and safety policies and procedures at all times</li><li>• All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.</li></ul>



## **KEY SELECTION CRITERIA**

### **Experience**

- Demonstrated experience in pitching to media and responding to media enquiries
- Current media relationships or ability to develop them
- Demonstrated experience in developing communication materials and providing communication advice
- Excellent written and verbal communication skills with the ability to create, write, edit and proof content for a range of audiences and channels to meet tight deadlines
- Finding and sharing interesting and unique stories that engage new audiences
- Experience in event planning or support
- Knowledge and experience using information systems, including Microsoft Office suite
- *Desirable* – experience with WordPress, Campaign Monitor, InDesign, Canva and social media platforms.

### **Qualifications**

- Tertiary qualifications or relevant on the job experience in communications, marketing, or a related discipline