



Position Description

Communications and Marketing Officer
Wellington | August 2023



Communications and Marketing Coordinator
Wellington Aboriginal Corporation Health Service
Warne Street, Wellington

POSITION DESCRIPTION

This position reports to: Chief Executive Officer (CEO)
This position is part of the Corporate Services Team

Mandatory compliance requirements of the position:

1. Drivers Licence
2. National Criminal Record Check
3. Working With Children Check
4. Immunisation Record; Including evidence of Health Worker Vaccinations (DTP, Hep B, MMR, Varicella, Annual Influenza, COVID-19)

Qualifications & experience:
Essential Criteria

- 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 written communication skills across multiple formats, targeted to diverse audiences.
- Ability to hold all relevant security clearances including the National Police Check and Working with Children clearance in accordance with WACHS policy and procedures
- Relevant qualifications and/or experience pertaining to the role

Key Duties

Strategic media and communications support

- Deliver WACHS' corporate communications, ensuring consistency in messaging and profile-building on priorities and objectives.
- 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 development of human-interest stories and content to raise the profile of issues important to the organisation.
- Deliver the development of media and other communications to support operations and strategic objectives.
- 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.
- Identify opportunities to promote the organisation's achievements and brand, including through media, sponsorship and advertising.
- Lead the delivery of consistent branding across the organisation.
- Provide high level advice to the Chief Executive Officer (CEO) and Executive Managers on strategic organisational communication needs and stakeholder engagement.
- Plan, direct, monitor, deliver and evaluate key strategic internal and external communication activity.
- Other duties as consistent with the position where required.

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.
- Systems, Policy and Procedure Development

Systems, Policy and Procedure Development

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

Note: Aboriginality is a genuine occupational qualification for the above position and is authorised under Section 14D of the Anti-Discrimination Act 1977 No. 48.

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

www.marrs.net.au