

Position Description

Position Title:	Digital Communications Officer		
Reports to	Marketing and Communications Manager		
Directorate:	Strategic Operations		
Business Unit	Marketing and Communications		
Number of Direct Reports	0	Budget Responsibilities	\$0
EMPHN Classification	Band 3		

Approved by:	James Scott	Date:	11/04/2019
Next Review Date:	30/06/2021		

About EMPHN

With our partners, we will facilitate health system improvement for people in eastern and north eastern Melbourne. In doing this, our five key strategic priorities are:

1. **Addressing health gaps and inequalities**
2. **Enhancing primary care**
3. **Leveraging digital health, data and technology**
4. **Working in partnership to enable an integrated service system**
5. **A high performing organisation**

Our four organisational values will underpin all work undertaken by EMPHN and our employees.



Leadership	<i>We champion innovation and embrace change which improves our work. We celebrate and build upon our achievements in health care.</i>
Understanding	<i>We listen and respect all perspectives and seek evidence for a deep understanding of each other and our community.</i>
Outcomes	<i>We are accountable for ensuring value for money for our communities, stakeholders and funding bodies. We focus on high impact, equitable health care solutions that increase efficiency and reduce waste</i>
Collaboration	<i>We enable those who touch the system to design the system through sharing knowledge, evidence and expertise. We work together across teams for shared outcomes.</i>

Purpose of Position

The Digital Communications Officer is responsible for driving and managing the digital environment at EMPHN, and creating or sourcing engaging content. This includes responsibility for EMPHN's website, intranet, social media channels and electronic direct mails (eDM).

In addition, the Digital Communications Officer will develop designs including flyers and infographics, as well as ensure all design produced internally and externally is consistent with brand guidelines.

The position is part of the Marketing and Communications team and is therefore expected to work closely with the wider team to support a range of non-digital activities including events, media, and internal and external stakeholder relations.

Key Relationships and Stakeholders

Communications and marketing

- Help broaden awareness of our programs and priorities across key audiences

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- Collaborate and work across multiple teams to identify appropriate communication channels for new programs, projects and campaigns
- Develop and implement communications strategies, action plans and campaigns as required

Website

- Ensure the organisation's website is kept up-to-date and provide relevant, engaging content optimised for web
- Project manage upgrades of the website, including managing relationships with external suppliers
- Track website performance via Google Analytics and any other relevant tools
- Provide recommendations to improve user experience and increase traffic

Social media

- Manage and grow the organisation's social media presence, including writing posts, developing advertisements and sourcing appropriate images
- Track and report on social media performance
- Monitor social media channels daily and respond to comments as required involving other team members and staff as appropriate

Email marketing

- Create EDM marketing campaigns as required, including writing, editing, sourcing content, design and layout

Internal communications

- Manage the intranet including updating content and providing useful content for staff
- Working with the Marketing Communications Team, assist with the development and implementation of internal communications and campaigns as required
- Actively participate in the project management team upgrading the intranet

Design

- Using existing templates, create simple and professional flyers, brochures and infographics and other marketing materials to communicate about EMPHN's work
- Project manage any externally produced design work such as conference posters or reports, seeking internal approvals from the Marketing and Communications team and other staff as required

Team

- Participate in regular reviews of performance and demonstrate a willingness to close learning and capability gaps.
- Participate in regular team meetings and other organizational and stakeholder meetings as required.

Organisational

- Work towards the achievement of EMPHN Mission and Vision and the attainment of our key Strategic Priorities.
- Comply with all EMPHN's policies and procedures
- Work in a manner which upholds EMPHN Values of **Leadership, Collaboration, Outcomes** and **Understanding**.
- Maintain strict confidentiality while employed at EMPHN, and at times thereafter, as to the organisation's membership list, data, operating procedures, financial and employee information.

Health and safety

- Adhere to all EMPHN Health and Safety policies and procedures and any relevant legislation regarding health, safety and environment.

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- Take all reasonable care for your own and other's Health and Safety.
- Take a proactive approach to EMPHN health and safety initiatives.

Qualifications

- Qualifications in communications, graphic design or a related field are an advantage but not essential if extensive practical experience can be demonstrated.

Knowledge, Skills & Experience

- Highly motivated self-starter with a can-do attitude who can work with minimal supervision, meet deadlines and drive the management of the digital environment within the organisation.
- More than two years' experience in a similar role
- Strong stakeholder engagement skills with the ability to work across the whole organisation to drive appropriate digital media campaigns.
- Experience in developing and implementing effective communications and marketing strategies
- Experience in devising and delivering social media strategies
- Ability to write engaging content for different audiences
- Experience managing content management systems and a strong understanding of best-practice digital principles
- Experience in managing competing priorities and working in a fast-paced environment
- Strong interpersonal and stakeholder management skills
- High level of attention to detail
- Previous experience using Adobe Creative Suite (InDesign, Photoshop) is essential
- Advantageous is experience using Craft CMS, SharePoint, Dynamics CRM, Microsoft Office 365, MailChimp and Sprout Social.