

Position Description

Position Title	Marketing & Digital Communications Officer
Reports to	Communications & Engagement Manager
Business Unit	Communications and Engagement
EMPHN Classification	Band 3

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 organisational values underpin the work we do.



Purpose of Position

The Marketing and Digital Communications Officer is responsible for providing internal and external communications and marketing services across the organisation. This includes timely, transparent and effective communication to staff in alignment with EMPHN's values to deliver our strategic priority of a high performing organisation.

This role has a particular focus on developing and implementing external communications plans and producing high quality written communications for dissemination via a range channels, including our website, intranet, email newsletters, publications and social media channels.

The position is part of the Communications and Engagement team and works closely with the wider team and the organisation to support a range of activities and initiatives including stakeholder engagement, marketing, media relations and events.

Key Relationships and Stakeholders

Internal

- Communications and Engagement Team
- Business Leaders across the organization
- EMPHN employees and contractors

External

- Representative of key service providers in EMPHN catchment
- Government and community stakeholders
- Media and communications specialists
- Service providers and other agencies

Key Accountabilities

Communications and Marketing

- Broaden awareness of our programs and priorities across key audiences in line with organizational priorities.
- Collaborate effectively to identify appropriate communication channels for programs, projects and campaigns.
- Develop and implement communications strategies in collaboration with the Communications & Engagement Manager.
- Support service providers to market EMPHN funded initiatives by providing timely advice and approvals.
- Project manage marketing campaigns from strategy to execution, monitoring and reporting, ensuring deliverables are met and striving to meet campaign targets.
- Capable of basic web maintenance and optimisation.
- Working in collaboration with Digital Communications Officer, coordinate website updates and ongoing improvements including content creation, understanding of web wireframes, SEO and regular website audits.
- Write, research, edit, proofread and layout content for EMPHN's eNewsletters – GP Bulletin, News from EMPHN among others and other email marketing campaigns.
- Ensure all communications and materials are of high standard of effectiveness, brand consistency and content accuracy.
- Maintain and manage marketing/communications schedules, reports, WIPs.

Media and Engagement

- Engage with stakeholders, particularly MPs and local councillors, keeping them informed of relevant EMPHN initiatives, identifying media opportunities and proactively managing issues.
- Contribute to the effective delivery of stakeholder and education events, live and online.
- Develop media releases and generate publicity on EMPHN initiatives and good news stories.

Operational Delivery

Role model the desired culture, consistent with EMPHN's values and behaviours, including the modelling of a practical and positive approach to health, safety, diversity, inclusion, wellbeing, and environment.

- Encourage communication processes, policies, systems and applications as key inputs into operational requirements.
- Provide support to the Digital Communications Officer to deliver internal communications, website, social media and digital communications initiatives as required; other duties as required of the team or by the Manager
- Provide timely and accurate information and advice to the team, manager and other relevant people as needed.
- Participate in regular reviews as required and demonstrate a willingness to close learning and capability gaps.
- Participate in regular team meetings and other organisational and stakeholder meetings as required.
- Comply with all policies, procedures and systems and work practices and with regulatory and legislative requirements.

Innovation and Improvement

- Within the context of the business plan, support the business with priority areas for communications and engagement.
- In collaboration with the Manager, identify improvement opportunities and ensure follow through and implementation.
- Enable opportunities for continuous improvement of processes and achievement of outcomes in line with the business plan.

Position Description

Stakeholder Engagement and Relationship Management

- Collaborate formally and informally to ensure alignment and integration across all work in progress for planned outcomes.
- Work together and guide people on delivering in line with business requirements in an innovative manner.
- Enable informed, timely, two-way, cross organisational communication to ensure we build alignment to the business plan.
- Ensure effective working relationships are developed and maintained within the team and the organisation to enable effective delivery of the communications function and ensuring you remain a trusted contributor across EMPHN.
- Educate the workforce on EMPHN communications and engagement processes and practices through effective collaboration and provision of day-to-day communications advice.
- Ensure effective and strong relationships with internal and external stakeholders and relevant organisations and agencies, in a manner consistent with EMPHN values to meet strategic goals.
- Contribute to the implementation of quality systems within area of responsibility ensuring quality outcomes are achieved.
- Assist in identifying communications and reporting requirements to relevant bodies which may impact EMPHN.

Business Management

- Contribute to continuous improvements in quality and outcomes, particularly in communications.
- Work with the Communications and Engagement team to improve and streamline processes and systems as required.
- Contribute to the effectively delivery of financial budgets that support the initiatives of the Unit.
- Contribute to the identification, management and mitigation of risks in line with risk management policies and procedures.

Qualifications

- Degree in marketing, communications, digital media or related discipline; or similar experience in a professional setting
- 2 – 3 years' minimum relevant professional work experience

Knowledge, Skills & Experience

- Proven knowledge and demonstrable experience in digital marketing and communications.
- Continuous improvement experience with communications initiatives, processes and systems.
- Experience as a functional contributor in a marketing and communications role, preferably in a health environment.
- High level writing, editing and proofreading skills across a range of target audiences and channels.
- High level analytical skills to distil data and recommend continuous improvements.
- Demonstrated ability to support and manage projects that involve multiple stakeholders.
- Demonstrated ability to prioritise competing demands and manage workload.
- Experience managing and editing websites, email marketing and social media.
- Understanding of UX, SEO and SEM best practice and processes.
- Understanding of current trends in digital technology and digital marketing.
- Experience using Adobe Creative Suite, Microsoft Dynamics CRM, MailChimp, Microsoft SharePoint and Craft CMS is highly desirable;
- Must have the ability to work effectively in a team environment.
- Demonstrated experience in effective collaboration with people to improve performance, innovation and efficiency.
- Building partnerships with key internal and external stakeholder to enable deliverables to be achieved.

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- Strong interpersonal, customer service and influencing skills with a proven ability to gain the acceptance, support and cooperation of others to enable delivery of outcomes in marketing, communications and engagement.
- Superior verbal and written communication skills to enable ideas and opinions to be expressed clearly and effectively.
- Ability to be agile and flexible in approach to work with a continuous improvement mindset.

Approval and Review

Approved by	Janine Wilson	Date:	03/09/2021
Signature			
Next Review Date	03 September 2022		