

Position Description

Position Title	Communications and Engagement Coordinator
Reports To	Communications and Stakeholder Engagement Manager
Business Unit	Communications and Engagement
EMPHN Classification	Band 3, Full Time

EMPHN Values

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 Communications and Engagement Coordinator is responsible for supporting the whole Communications and Engagement function with the overall strategy and workplan through the development and publishing of content, coordination of EMPHN newsletters, event coordination and general support to the whole team.

Reporting to the Communications and Stakeholder Engagement Manager, the Coordinator requires strong writing skills across a variety of channels and for the requirements of our varying audiences, to support the team in delivering the overall function. Having strong planning and organisational skills, being a proactive operator with the ability to take initiative and thrive on making things happen across the team and the organisation, across all levels. This role is in the main, internally focussed for outcomes, and will also at times be externally facing at EMPHN operated events.

Key Relationships and Stakeholders

Internal

- Communications & Engagement team
- Various teams across EMPHN
- EMPHN employees and contractors

External

- External agencies, freelancers and contractors
- Media, website agencies and social media providers
- Service Providers across EMPN catchment
- Event providers and Event attendees

Key Accountabilities

Content Development/Writing

- Develop a range of audience and channel appropriate content with guidance and oversight from the team, which may include first draft social media tiles, website pages, media materials, email campaigns and newsletters.
- Coordinate internal and external parties for the development of content including photoshoots and video production to tell our stories and share our impact for awareness and brand communications.

Newsletter Coordination

- With oversight from the Communications and Engagement Officers and the direct Manager, coordinate and source content and edit and layout a suite of regular internal and external e-newsletters for a range of audiences.
- Create eDM marketing campaigns as required by the Officer(s) and the Manager.

Position Description

Event Coordination

- Coordinate the end-to-end needs for a range of face to face and online events, including staff face to face planning days, face to face stakeholder events, online events and programs, face to face training sessions, and other corporate events.
- Take initiative and project ownership and follow through on event logistics including all planning relating to venue, catering, invites, name tags, materials for the event and follow up requirements for each events, as required.
- Ensure the Communications & Engagement team along with any other internal stakeholders to each event(s) are kept up to date with the event coordination and preparation and each project communication need is managed.
- Coordinate photography and videography where required.
- Send follow up evaluation surveys to event participants.

Website and Intranet Updates

- Maintain website content as current including following a plan for ongoing content review, including regular review of broken links and content to be archived.
- Maintain intranet content as current including following a plan for ongoing content review.
- Ensure effective and real time engagement with EMPHN team members and managers for all website updates.
- Actively promote and positively contribute to the identity and reputation of EMPHN in all communication and updates.

Team Support

- Support the Communication and Engagement Officers to schedule and maintain EMPHN social media channels.
- Manage the team's in-boxes and use initiative to respond in a timely and appropriate manner.
- Manage team diaries and track WIP actions and calendar of activity for the team.
- Support the whole Communication and Engagement team with administration and communication requirements.
- With the Executive Director, track budget, set agendas and develop meeting minutes.
- Provide administrative support to the Consumer and Community Council, Clinical and Practice Council and Wise Crowd including payments.
- Manage key projects in collaboration with the Manager and/or relevant Communication Officer.
- Support the whole Communication and Engagement team with invoice management.

Innovation and Improvement

- In collaboration with the team, identify improvement and innovation opportunities and ensure follow through.
- Contribute to continuous improvement in quality and outcomes.
- Work with the Communications and Engagement team to improve and streamline processes and systems as required.
- Contribute to identification, management and mitigation of risks in line with risk management policies and procedures.
- Contribute to processes, policies, systems and applications to deliver improvements, innovation and productivity savings.

Qualifications

- Relevant tertiary qualifications in communications, marketing or a related discipline are required.
- Minimum 3-5 years experience in a similar role including writing content for a variety of audiences.
- Working knowledge of Sharepoint, Survey Monkey, Mailchimp, online event booking systems, Zoom, Canva, Wordpress, including template development, and Sprout Social are required.

Key Capabilities, Skills and Experience

- Highly developed generalist communication skills across all channels – web site, social media, newsletters and others as required.
- Ability to write engaging content for all audiences and all channels.
- Exceptional organisational skills to ensure effective management of events.
- Ability to take ownership and ensure accountability of deliverables; own projects from end to end, with oversight.
- Highly motivated self-starter with a can-do attitude, who always takes initiative, and who works collaboratively.

Position Description

- Strong organisational skills to manage workload and enjoys work in a fast-paced environment.
- Aptitude for learning new technical skills/systems.
- Strong interpersonal and influencing skills with ability to gain support and cooperation of others.
- Excellent verbal 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.
- Experience in the health, not for profit or governments sectors is highly regarded.

Approval and Review

Approved by	Nathasha Levi, ED Communications and Engagement	Date:	18/03/2024
Signature			
Next Review Date	March 2025		