



WOMEN'S HEALTH
AND WELLBEING

Barwon South West Inc.

POSITION DESCRIPTION

Communication Coordinator

This position will be located in our Warrnambool office





About us

Women's Health and Wellbeing Barwon South West Inc (WHWBSW) is a feminist organisation committed to intersectionality, gender equality and great practice health promotion.

Our focus is on translating the evidence into action leading to positive change. WHWBSW was established to accelerate progress on gender equality as it is one of the most direct and effective ways to improve health outcomes for women and is a pre-condition for the prevention of violence against women before it occurs and the realisation of women's sexual and reproductive health, rights and choice.

WHWBSW are the regional champions for women and girls. We address gender inequality and the determinants of women's health through leadership, advocacy, knowledge translation, capacity building and strategic partnerships.

We cover 9 Local Government Areas (LGAs). The G21 region includes City of Greater Geelong, Borough of Queenscliff, Surf Coast and Colac Otway Shires, and the Great South Coast (GSC) region includes that City of Warrnambool and Corangamite, Moyne, Glenelg and Southern Grampians Shires.

WHWBSW have a Victorian Civil and Administrative Tribunal exemption no: H355/2018 and can advertise for and employ only women.

Our Vision:

Women are healthy, safe and can access all of life's opportunities

Our Purpose:

We improve women's lives through best practice health promotion.

Our Values:

RESPECT: We respect and welcome all people and value different perspectives

ACCOUNTABILITY: We hold ourselves accountable with effective leadership and advocacy

INTEGRITY: We act with integrity and honesty in everything we do

COURAGE: We will pursue our vision and mission with courage and passion

WOMEN AT THE CENTRE: We centre women in all of our work

About the position:

This position will ensure WHWBSW is seen and understood. This role will support the implementation of our Strategic Communication Plan progressing the brand, visibility, and understanding of WHWBSW across a variety of platforms, and engaging different target communities.

This position will report to the Regional Manager and collaborates with the broader team to embed strong branding, marketing and communication across all areas of health promotion activity.



Responsible to	WHWBSW Regional Manager
Location	Warrnambool
Award	<i>Social, Community, Home Care and Disability Services Industry Award 2010</i>
Classification and Salary	Social and Community Service Employee Level 5 Pay range: \$84,854.12 - \$88,693.80 full-time equivalent Salary will be based on skills and qualifications 12% superannuation Full salary packaging available
Hours of work	This position is 0.6FTE (22.8 hours per week)
Travel	WHWBSW operates throughout the Barwon South West region and you will be required to travel within the region. A vehicle will be available for work related travel. Applicants must have a valid Victorian driver's licence.
Probation	An initial three-month probationary period is required, with a performance review at this time.
Additional Requirements	Satisfactory Police Check and in some circumstances, staff are also required to undertake a Working with Children Check

Position Objectives:

The Communication Coordinator has responsibility for:

- developing a strong and strategic profile for the work of WHWBSW Inc in the region through creative and engaging marketing and communication
- increasing the quality and timeliness of communications with stakeholders, members and the general public
- collaborating with staff, Board and volunteers to develop their skills and confidence in effectively communicating the goals and achievements of WHWBSW, including:
 - contributing to communication and marketing planning within broader project planning
 - finalising written reports for broader publication and distribution
 - providing advice about communicating key messages and selecting both medium and language, as needed
 - evaluating the effectiveness of our communication

The role will also invest in sustaining vibrant relationships that clarify and extend WHWBSW profile and visibility.

Key Responsibilities:

Communication and marketing

- Provide high-level, accurate, timely and strategic communication and public relations advice and support to senior management and staff in relation to WHWBSW initiatives, advocacy and campaigns
- Contribute to, implement and report to the WHWBSW Strategic Communication Plan to convey consistent quality messages across the full spectrum of WHWBSW materials and channels
- Promote the organisations brand and work via appropriate communication channels
- Develop creative ways to improve community understanding of our organisation, and how gender equity impacts on women's health and wellbeing
- Maintain WHWBSW website, ensuring it is relevant and engaging
- Collaborate with staff, assisting them to increase the effectiveness, and professional presentation of accessible and engaging promotional material and support them by providing editing and proof-reading support
- Ensure the creative content and production quality of communication materials are consistent with WHWBSW values and policies



- Independently write and/or finalise reports and funding applications
- Prepare corporate advertising materials

Media

- Maintain an up-to-date professional media contact list and strong positive relationships with key journalists and media contacts
- Manage WHWBSW's media relationships in a strategic and positive manner to spread the news of our work across Barwon South West, identify key messages and positive media opportunities and manage responses to media enquiries
- Review social media content developed by staff and coordinate WHWBSW presence across Facebook, Instagram and Twitter

Leadership

- Ensure WHWBSW are recognised as *the go to* people to support evidence informed action to advance gender equality, prevent violence against women before it occurs, promote women's sexual and reproductive health and rights
- Set an example by behaving in ways that are consistent with WHWBSW values, contributing to a positive and learning culture at WHWBSW in line with our Vision, policy and values

Collaboration

- Ensure collaboration is at the heart of everything we do
- Develop strategic relationships, built on strong engagement and the development of the skills and confidence to understand and enact activity that advances equality, respect and choice
- Collaborate with WHWBSW staff to develop skills and confidence in considering communication, marketing and public relations across all project planning

Professional attributes and behaviours

It is expected that all staff will undertake their role in a manner which is aligned to the WHWBSW values and a commitment to the following:

- Adopting a strategic approach to our work and solving complex problems
- Achieve outcomes
- Model our values
- Contribute to thriving relationships and a robust learning culture
- Welcome different perspectives and creative solutions
- Work within WHWBSW policies and procedures
- Promote WHWBSW vision, purpose and approach, upholding our reputation
- Undertake other duties as directed by your line manager from time to time

Key selection criteria

Essential

1. Bachelor of Communications, Public Relations or related field. It is anticipated that the applicant would need at least 2 years of relevant post-qualification experience or an equivalent combination of tertiary qualifications and experience
2. Demonstrated skills and experience in communication and/or marketing with knowledge of marketing and communication functions, technologies and approaches
3. Demonstrated commitment to the Vision and Values of WHWBSW, including an understanding of intersectional feminism
4. Well-developed people skills, with the demonstrated ability to collaborate effectively with partners to achieve outcomes



5. Exceptional communication skills, with demonstrated high level writing, research and report writing skills, alongside excellent verbal communication skills
6. Well-developed systems thinking, with demonstrated experience adopting a strategic and evidence informed approach to solving complex problems
7. Ability to manage own time, set priorities, plan and consistently deliver work on time and to a high standard

Desirable

1. Understanding of health promotion theories and approaches
2. Skills and experience in website management and/or graphic design
3. Demonstrated experience in communication and/or marketing in a health environment