

POSITION DESCRIPTION	
<b>Position Title:</b>	<b>Health Promotion Worker – Communications</b>
<b>Classification:</b>	WHGNE Level 3
<b>Term of Contract:</b>	Ongoing
<b>Hours of Work:</b>	From 22.8 hours per week (0.6 EFT) to maximum of 38 hours per week (1.0 EFT)
<b>Location:</b>	Women's Health Goulburn North East (WHGNE), Wangaratta
<b>Reports to:</b>	Regional Health Promotion Coordinator
<b>Direct Reports:</b>	Nil
<b>Authorisation:</b>	Expenditure within agreed program budget limits
<b>External Relationships:</b>	This position will work in partnership and build networks with key regional and state-wide stakeholders, including media, communication suppliers, Victorian women's health sector, and community organisations.
<b>Employment Conditions:</b>	<ul style="list-style-type: none"> <li>▪ Salary and conditions are as per the WHGNE Employee Collective Agreement.</li> <li>▪ The position is subject to six-month probationary period, with annual appraisal and salary increments in line with classification level and year.</li> <li>▪ Motor vehicles are available for work related duties.</li> <li>▪ Salary packaging available.</li> <li>▪ A fortnightly flexi time can be worked within ordinary hours</li> </ul>
<b>Date Approved:</b>	November 2021

## ORGANISATIONAL CONTEXT

Women's Health Goulburn North East (WHGNE) is a proudly feminist organisation, supporting the creation of equal, just and resilient communities that lead change towards women's empowerment, women's health, the prevention of violence against women and ultimately, gender equality, in rural and regional Victoria.

**Our work addresses the harms of binary gender norms and practices to achieve long-term gender equality.** We apply a gendered lens to the factors and environments that shape women's health and wellbeing in rural and regional Victoria. Our expertise is in gender equity, which encompasses strategic priorities of women's economic equity, gender justice and climate change, the prevention of violence against women, sexual and reproductive health rights, and women's mental health and wellbeing.

**Our experienced staff are local leaders in the field of gender equity and shared learning.** We make our expertise accessible to our communities through highly regarded research, resources and toolkits. We are alert to the political environment, and work to uphold and advance women's rights by influencing policy and planning. We work alongside women to listen to and amplify experiences of health to raise awareness, change attitudes, and influence system response.

We also work with community groups, organisations and workplaces to develop and deliver information and practical tools, consultations, coaching, tailored training, workshops and facilitated conversations.

**WHGNE has a flexible working policy** and as such, employees may elect to work from home, or from another convenient location. **However**, the designated place of work is the WHGNE office in Wangaratta and staff are expected to be able to attend the office in person as required.

## **POSITION OBJECTIVE & OVERVIEW**

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The Health Promotion Worker – Communications position contributes to planning, development, implementation, monitoring, and evaluation of strategies that support the organisation's Integrated Health Promotion and Strategic Plans. Specifically, the role is responsible for implementation and monitoring of WHGNE's Communications Strategy and supporting key objectives set out in the Strategic Plan and Integrated Health Promotion Plan 2021-25. WHGNE are committed to ensuring that our work is evidence-based, and that our approach demonstrates thought leadership and innovation on emerging issues for gender equity and justice, particularly from a rural and regional perspective.

The Worker will be part of a small team of professional women who plan, implement, and evaluate health promotion and gender equality strategies aimed at promoting health and wellbeing for women of all ages throughout the Region.

With regular supervision, job functions for this Level 3 position may encompass work across all priority areas set out in the Health Promotion and Strategic Plans. This role will:

- Participate in existing state-wide and regional networks and communities of interest to advance key communications work and objectives
- Lead the implementation of organisational Communications Strategy for 2021-25, in line with strategic directions
- Working closely with Health Promotion Worker – Policy and Advocacy, oversee the implementation of communications activities in line with advocacy calendar
- Lead the monitoring and general maintenance of a strong online profile for WHGNE
- Lead the communications and promotions of WHGNE events, in liaison with CEO and WHGNE staff
- Support health promotion staff to disseminate accurate and accessible health information and resources across the region
- Provide communications advice and general support on health promotion team projects and community engagement initiatives, and;
- Participate in team planning processes.

## **ESSENTIAL JOB FUNCTIONS**

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### **1. Gender Equity Communications Expertise**

- Utilise and apply communications knowledge relating to core theories of gender equity, principles, and evidence-based practice to work undertaken, including social determinants of health framework.
- Working closely with the Regional Manager and Regional Coordinators, provide guidance and expertise to the WHGNE Health Promotion team in relation to planning and evaluation of communications activities, that align with the organisation's Strategic Plan.
- From a communications perspective, coordinate the monitoring and review of the Integrated Health Promotion Plan to ensure that our program delivery remains current, aligned to latest evidence and best-practice, and responds to local needs.
- Review, and where required, update the organisation's health promotion and capacity building approach to ensure that we are incorporating leading communications research methodologies into our work.

## **2. Planning, Implementation, Evaluation and Reporting**

- Working closely with Health Promotion Worker – Policy and Advocacy, identify current issues in public discourse related to WHGNE strategic plan, and prepare effective communications on key priorities as appropriate for members of the public, key stakeholders, members of Parliament and bureaucrats.
- Contribute to planning, implementation, monitoring and evaluation of objectives and strategies outlined in WHGNE Integrated Health Promotion Plan.
- Contribute to planning and reporting requirements of Department of Health, in relation to WHGNE Integrated Health Promotion Plan.
- Contribute to project monitoring and adjust objectives and strategies based on analysis of evaluation data.
- Write reports for a variety of audiences and purposes including internal reports, project plans, updates, and evaluation reports.

## **3. Relationships and Partnerships Development**

- Foster relationships with experts, media institutions and WHGNE stakeholders to ensure that WHGNE are abreast of leading thoughts on communicating gender equality across our region
- Monitor media opportunities and manage media enquiries on behalf of WHGNE
- Work with the CEO, Regional Manager, Coordinators, and Health Promotion team to provide responses to stakeholder and media requests for guidance on key issues related to gender equity.
- Develop and maintain effective networks and strategic relationships with key communications stakeholders that facilitate collaborative action towards Integrated Health Promotion plan objectives.
- Represent WHGNE in key strategic relationships across the region and at the state-wide level (where necessary), including coordinating relevant meetings and keeping stakeholders informed, which contribute to the progress of Integrated Health Promotion and Strategic Plans.
- Represent WHGNE in a professional manner that aligns to organisational values.

## **4. Capacity Building and Communications**

- Create and deliver high quality marketing collateral and stakeholder communications including newsletters, brochures, blog posts, social media posts, reports and annual report.
- Coordinate the maintenance and monitoring of WHGNE website and social media strategy.
- Contribute to the development of resources and tools, using an evidence-based approach to enhance translation of policy into practice.
- Utilise effective interpersonal, group and public communication and effective written and oral communication and media strategies.
- Participate in the development of engaging, evidence based and grammatically correct content.

## **5. Other Functions and Responsibilities**

All WHGNE staff are responsible for undertaking the following tasks/functions:

- Participate in self-directed work teams, with involvement in strategic priorities planning and implementation.

- Participate in additional organisational activities where appropriate (i.e. AGM, International Women's Day).
- Actively promote Women's Health Goulburn North East as an organisation and the values we represent, and advocate for advancing the health and wellbeing of women of all ages in the Goulburn Valley and North East Victorian regions
- Keep abreast of current and emerging issues for women and those who work with women and identify project opportunities.
- Participate in the annual performance review process, including setting of performance measures, professional development plans, and participation in performance appraisal feedback system.
- Collect activities data within agreed frameworks to inform funding agreements and planning processes.
- Develop and expend budget within extent of authority.
- Develop, review, implement and adhere to WHGNE policy and procedures, including compliance with legal and OH&S requirements.
- Actively participate in quality improvement and accreditation processes.
- Contribute to the culture of cooperation, collaboration and shared accountability with other staff and Board members.
- Other responsibilities as deemed necessary

## **SELECTION CRITERIA**

1. Demonstrate a commitment to the Vision and Values of Women's Health Goulburn North East.
2. Hold a Community Development, Health Promotion, Public Health, Communications and Marketing, Social or Health Science or equivalent degree.
3. Demonstrate an understanding of gender equity and primary prevention principles, and application within communications frameworks.
4. Demonstrated understanding of frameworks and methods related to planning, implementation and evaluation of communications strategies
5. Demonstrated capacity to use initiative and to work under regular supervision on specific projects within the organisation's health promotion and strategic plans.
6. Demonstrated commitment to working with a range of people from diverse backgrounds and key stakeholders in a respectful way.
7. Demonstrated experience to create engaging content that conveys project objectives and is appropriate to different audience levels of readiness and understanding.
8. Demonstrate a high level of verbal and written communication skills including advanced computer literacy in MS Suite, Canva and Wordpress.
9. Ability to undertake work-related travel.

## **ADDITIONAL INFORMATION**

- As part of the WHGNE'S Recruitment and Selection and related policies, a satisfactory Police Record Check and Working with Children Check is required for this position.
- WHGNE is a COVID-safe employer and as such, we follow all mandated health orders.