

Position description

Lead Communications & Campaigns

Award & grade:	Grade 4 (Health and Administrative Officers Agreement)
Salary range	\$78,000
EFT	Full-time
Reporting to	Alison Coelho & Bernice Murphy, Co- Managers, CEH
Accountable to	CEO
Tenure	2 years (subject to successful six month probation)
Direct reports	Communications team
Location	North Richmond Community Health 23 Lennox St Richmond
Date issued	January 2019

Organisation profile

The [Centre for Culture, Ethnicity & Health \(CEH\)](#) is a unique agency offering expertise in cultural diversity and health, cultural competence, social marketing, cross-cultural communication, consumer participation and health literacy to organisations across Australia.

We assist other organisations to provide a high quality of service to clients from migrant and refugee backgrounds. Our clients include hospitals, government departments, local councils, health centres, community services and higher education providers. We support them with training, social marketing services, advice, resources and information.

CEH has a fee for service arm that undertakes projects for other organisations usually related to building culturally competent or health literate service delivery capacity. Recent examples include ongoing management of [Health Translations](#), professional development for disability agencies in the transition to the NDIS, provision of training to interpreters to support participants in the NDIS and development of [resources to support new Iraqi and Syrian arrivals](#) to Victoria.

The Multicultural Health & Support Service (MHSS) is a program of CEH. MHSS works with refugees, asylum seekers, migrants and mobile populations in metropolitan Melbourne and regional Victoria to prevent new incidences and transmission of blood borne viruses (BBV) and sexually transmissible infections (STI). MHSS collaborates with priority communities to improve their access to information, testing, care and support. MHSS also works with service providers to build capacity to design and implement culturally competent and inclusive services. The **Multicultural Drug Support (MDS)** is an

emerging program of CEH that works collaboratively with ethnic communities to improve health literacy about alcohol and other drugs.

Position objectives

The Lead Communications and Campaigns is responsible for raising the profile of CEH and providing expert strategic advice to management on key issues including marketing, policy and advocacy communications.

The position is also responsible for overseeing the day-to-day communication needs of all CEH programs and projects; supporting the CEH in its work as a leading voice for the health, economic and social rights of diverse communities living in Australia and managing the work of a small team of communications professionals.

The position's intent is to model the use of best practice approaches for culturally appropriate communication and advocacy campaigns.

Key responsibilities and deliverables

Strategic

- Provide strategic communications advice and support to CEH's leadership team.
- Develop internal communications capacity and attributes to be a leading voice in diversity and health.
- Support CEH leadership team to have a strong voice at State and Federal levels.
- Support CEH to drive public comment on key issues affecting diverse communities.
- Establish robust and sustainable relationships with key media networks.
- Promote the work of CEH in the health and multicultural sectors

Operational

- Manage the high quality and standard of the CEH brand including key messages, visual identity and templates.
- Oversight of the CEH website in collaboration with the Online Engagement.
- Oversee an active social media presence.
- Raise profile of all CEH events, including seminars, product launches and community days.
- Work with staff across CEH to develop resources and social marketing campaigns.
- Manage CEH's publications including oversight of production and editing.
- Liaise with graphic designers, photographers, translators, printers, writers and editors.
- Build organisational capacity in the areas of communications and social marketing, through advice, support and training.

- Oversee the smooth running of CEH's online systems, including the learning management system, customer relationship management system and online shopping cart.
- Coordinate and maintain stock of promotional merchandise.
- Contribute to continuous improvement, quality and organisational goals.
- Manage and supervise other team members including prioritising tasks, deadlines, and ensure quality outputs.
- Other duties as required.

Key selection criteria

Essential skills & experience

- Demonstrated ability to implement multi-faceted communications strategies
- Ability to influence change using comprehensive and multi-faceted communications strategies
- High level writing and research skills, including the ability to write for highly diverse audiences
- Demonstrated experience in the production of print, online and audio-visual resources
- Familiarity with online content management systems (WordPress), social media and email marketing tools
- Well-developed and established media networks
- Experience in developing and pitching a national advocacy/policy agenda and demonstrated campaign leadership.
- At least five years' experience in public relations, communications/advisor, marketing or relevant field
- Exceptional marketing skills
- Experience or strong interest in advocacy issues affecting people from diverse backgrounds
- Current Victorian drivers' licence

Essential attributes

- An understanding, interest and ability to navigate through IT issues as they pertain to learning management systems, websites and social media.
- Ability to build effective working relationships with people at all levels of the organisation
- Ability to work effectively under limited supervision in a fast paced, dynamic environment.
- High level time management and project management skills
- Experience or strong interest in working with people from CALD backgrounds
- Understanding of and support for the values of CEH

Preferred experience, attributes and qualifications

- Experience in the health, multicultural, government, peak body or not-for-profit sectors
- An interest and understanding of current CALD issues.
- A flexible approach to the allocation of working hours to accommodate times of busy workload.
- Well-developed networking capabilities to engage with media, health sector, multicultural sectors and beyond.
- Community language(s)

Qualifications

Tertiary qualifications in communications, public relations, journalism, marketing or equivalent.

Training requirements

The following internal training requirements must be met to fulfil this position.

This training will be offered to the successful applicant upon commencement.

Topic	Timeframe for completion
Occupational Health & Safety	Within 3 months
Introduction to Cultural Diversity	Within 3 months
Social Marketing in a Multicultural Society	Within 6 months
Conducting Focus Groups with CALD Communities	Within 6 months
Writing for Cross-Cultural Communication	Within 3 months

Responsibilities & conditions of employment

All employees of North Richmond Community Health are required to follow specific common conditions of employment. These are outlined in the *NRCH Policy and Procedures Manual*.

A summary is listed below:

- Employees must contribute to Occupational Health & Safety (OHS) objectives by reporting hazards and incidents immediately to an OHS representative, committee member or manager. Employees must behave in a manner that fosters safe working practices.
- Conduct must be in accordance with the NRCH Code of Conduct, Employment Contract, Confidentiality Agreement and other NRCH policies and procedures.
- Regular working hours will be negotiated but must be within operational hours. From time to time, some out-of-hours work may be required.

- Salary is set in accordance with the relevant Award and classification.
- Appointment is subject to a six-month probationary period, wherein performance will be reviewed prior to the expiry of the probationary period and an ongoing employment decision will be communicated.
- Leave entitlements are as per Award and HR Policy guidelines.
- All position descriptions are open to periodic review by management in consultation with staff.
- NRCH provides a smoke-free environment, including within vehicles.
- The staff member may be required to perform other duties as directed, in accordance with training, skills and experience.

Application and enquiries

Applicants from diverse backgrounds are encouraged to apply.

For enquiries relating to this position, contact:

Bernice Murphy

Co Manager CEH

bernicem@ceh.org.au

0422 003 476 / 9418 9915

Monday to Thursday