

## POSITION DESCRIPTION

<b>Position Title:</b>	Communications and Marketing Officer
<b>Award:</b>	Health and Allied Services, Managers and Administrative Workers (Victorian Stand-Alone Community Health Services) (Multi Employer) Enterprise Agreement 2022 - 2026
<b>Classification:</b>	Management and Administrative Officer Grade 3
<b>Site:</b>	This position is primarily based at our Central/Hopetoun site, however may be required to work from any BCHS site or outreach location as negotiated.
<b>Hours per fortnight:</b>	50 hours per fortnight (0.65)
<b>Tenure:</b>	Ongoing
<b>Position description developed:</b>	April 2025
<b>Responsible to:</b>	Chief Executive Officer

### ABOUT BENDIGO COMMUNITY HEALTH SERVICES (BCHS)

BCHS is located across five sites in the City of Greater Bendigo, Central Victoria. BCHS has a proud 50-year history and provides more than 50 services across medical and allied health, family services, drug and alcohol, mental health, settlement services, health promotion and more, with a focus on vulnerable people and communities.

The organisation has more than 280 staff supporting people of all ages and stages of life to access quality, person-centred care. We foster a values-aligned, positive and thriving culture where staff feel safe and supported. Staff have clarity of roles and work in an environment of accountability. The success of BCHS is dependent on our staff who provide a high level of professionalism and dedication.

#### VISION

**Better health and wellbeing across generations.**

#### PURPOSE

**Supporting you and your family to live healthy lives.**

#### VALUES

**Lived and Living Experience:** We listen to understand. We value our communities, their backstories, lived and living experiences and cultures and learn from them to tailor our services.

**Equity:** We provide equitable and inclusive health and wellbeing services, ensuring they are culturally responsive and accessible.

**People:** We maintain a skilled, engaged and professional workforce, including people with lived experience, and enable a culture of continuous learning.

**Partnership:** We understand trust and partnerships are key to achieving our purpose. We listen and learn - and share our knowledge and expertise in collaboration and co-design with our community, ensuring we are providing local solutions to community need.

**Integrity:** We uphold the values of the Universal Declaration of Human Rights and approach all we do with kindness and respect. We are ethical in all we do.

**TEAM ROLE**

Bendigo Community Health Services provides community-based services to support the wellbeing of the community; and actively promotes positive health outcomes across the region. BCHS also advocates with others to ensure that government policy improves the lives of people who face disadvantage.

The Communications and Marketing Officer reports to the Chief Executive Officer.

**POSITION ROLE**

The successful applicant will support the CEO and Communications and Marketing Officer in enhancing our brand and message. The role also works closely with the Health Promotion unit and has connection to all BCHS teams to ensure accurate documentation, presentation, and promotion of BCHS and its work.

The successful candidate has a broad workload, with an opportunity to engage with diverse teams and communities, allowing you to meet and connect with people from different backgrounds and circumstances.

This position is ideal for a person who is seeking an opportunity to work in an interesting and varied role. It will suit someone with flair and creativity, with a strong interest in health and wellbeing, social justice and achieving a more equitable society.

The successful candidate will have experience in journalism, media, public relations and/or marketing use of social media platforms, writing and communications.

**POSITION RESPONSIBILITIES**

The Communications and Marketing Officer will be responsible for supporting the development, distribution and promotion of BCHS public messaging, using a variety of channels.

The role will require the development and maintenance of relationships with key media stakeholders, as well as working closely with the BCHS staff internally to develop content and messaging.

**The responsibilities of the position are:**

- Deliver high quality relevant content across multiple channels.
- Support the implementation of media and marketing strategies.
- Maintain social media pages and manage asset production across mediums, including monthly performance reports.
- Assist in marketing campaigns.
- Stakeholder engagement through methods such as email and newsletters.
- Coordinate media engagement.
- Assist with events planning, ensuring activities are well planned and on “brand.”
- Encourage, support and guide BCHS staff undertaking media or communications activities and encourage the growth of capacity and skills in media communications and internal content production, including upskilling team members to create items such as videos and flyers.
- Maintain the organisation’s website to ensure it is current, well written, accurate and interesting.
- Coordinate advertisements.
- Monitor all media channels and provide advice when responses required.
- Design, edit and write content for the organisation’s publications and marketing material.
- Provide photographic and video coverage of promotional events.
- Review and maintain a calendar of events.

- Assist with the promotion and maintenance of effective internal communication processes.
- Any other duties as required.

## KEY SELECTION CRITERIA

### Essential

1. Experience and skills in one or more of the following: journalism, media, public relations and/or marketing.
2. Excellent writing and editing skills.
3. Experience with digital storytelling.
4. Experience of social media platforms such as Facebook, Twitter, Instagram, and YouTube, and accompanying scheduling and management tools.
5. Ability to work cooperatively and collaboratively with a diverse range of people.
6. Ability to generate new ideas, solve problems and work autonomously on an agreed agenda within agreed timelines.
7. Ability to work in a changing work environment while maintaining focus and attention to detail.
8. Strong attention to detail.
9. A current employee Working With Children Check and Driver's Licence.
10. The successful applicant will also be required to undertake and complete a Satisfactory National Police Check.

### Desirable

1. Tertiary qualifications in a relevant discipline.
2. Demonstrated ability to develop partnership and stakeholder relationships relevant to the community sector.
3. Experience in using social media analytics tools to measure and improve engagement and reach.
4. Experience with email marketing platforms and CRM.
5. Understanding of Equal Employment Opportunity and Occupational Health and Safety Principles.

## PROBATIONARY PERIOD

Employment with BCHS is conditional on satisfactorily completing a probationary period of six (6) months from date of commencement. During this period your performance will be reviewed with your manager and, assuming this is mutually satisfactory, your employment will be confirmed at the end of this period.

## STAFF REVIEW & DEVELOPMENT (SRD)

Each BCHS staff member is required to participate in the annual SRD process. The SRD will be based on the position role and responsibilities and key selection criteria in addition to the relevant team plans and the following performance indicators.

### Position Performance:

*Demonstrate achievement of negotiated performance indicators specific to your position.*

- Participate in supervision and professional development as negotiated with line manager.
- Knowledge and compliance with the BCHS privacy and confidentiality procedures.

**Communication and Teamwork:**

*High level communication and interpersonal engagement that contributes to productive and collegial relationships between staff and with consumers.*

- Display your capacity for self-awareness through reflection, planning and communication.
- Show evidence of your ability to work co-operatively within a team to achieve team goals.
- Establish and develop as key functions of relationship management, regular and professional communication with all your relevant colleagues.
- Demonstrate alignment and integration of practice according to BCHS' vision, values, and strategic directions.

**Self-Management:**

*Demonstrated experience and understanding of the need for ongoing personal and professional development that contribute to self-satisfaction and professional growth.*

- Continually develop personally and professionally to meet the changing needs of your position, career and industry.
- Demonstrate behaviours that lead you to achieving your goals.
- Demonstrate understanding and behaviour to reflect BCHS' values.

**Administration and Documentation:**

*Through the use of the BCHS processes ensure that all administration and documentation requirements are initiated and completed in a professional and timely manner.*

- Show evidence that the administrative tasks of your position are completed in an orderly, timely and accessible manner.
- Demonstrate that your documentation is completed in an accurate, legally and ethically compliant standard, and is produced to an appropriate professional standard.

**Learning:**

*Demonstrated knowledge and application of the capabilities required for this position including knowledge and understanding of appropriate equipment, legislation, policies and procedures.*

- Show evidence of knowledge and understanding of BCHS Strategic Directions and the ability to link key strategic directions to individual and teamwork plans and individual self-development.
- Demonstrate initiative and enterprise skills that contribute to innovative outcomes.
- Display an appropriate level of awareness of the implications for BCHS of decisions and situations that involve you and others.

**DIVERSITY AND CULTURE**

BCHS treats all people with respect; values diverse perspectives; provides diversity training opportunities; and provides a supportive work environment. BCHS is committed to employing people from diverse backgrounds and providing a workplace free from discrimination and harassment.

**CHILD SAFETY**

BCHS values children from all backgrounds and is committed to making our community a safe, nurturing and welcoming place for children to grow and develop. We are committed to making sure **all** children reach their individual potential.

## OTHER ESSENTIAL REQUIREMENTS

### Staff will:

- Complete all required probity checks **before** employment is confirmed.
- Provide vaccination information that meets the requirements for healthcare workers.
- Present a copy of original professional qualifications document or registration (if required).
- Receive and comply with BCHS' policies and procedures including the Code of Conduct.
- Actively contribute to continuous quality and service delivery improvement through the organisation.
- Be proactive in risk identification, notification and management.

### BCHS believes that *"Quality is everyone's business, safety is my responsibility"*

Co-operate with and contribute to BCHS Occupational Health & Safety procedures and participate in appropriate safety information and education activities as required.

## OTHER INFORMATION

- Salary packaging would be available to the successful applicant.
- BCHS' Employee Assistance Program is available to employees and immediate family.
- BCHS is an equal opportunity employer.
- All BCHS sites are smoke and vape free workplaces.
- BCHS has a commitment to environmental sustainability.
- Access to Fitness passport.

