



Position Description

POSITION DETAILS

Position Title:	Communications Officer		
Location:	Head Office, Surrey Hills Victoria		
Reports To:	Marketing and Communications Lead		
Direct Reports:	None		
Employment Status	Full time <input checked="" type="checkbox"/>	Part time <input type="checkbox"/>	Casual <input type="checkbox"/>

1. Purpose of Position

Writing, editing and refining content for specific publications, digital assets, health resources, advertising and communication materials. Developing new and auditing existing content on print and digital assets, reports, educational and health resources and the quarterly Bridge Magazine.

Creating media releases, media invites and writing lived experience stories of consumers.

2. Key responsibilities and performance indicators

Key Responsibilities	Performance Indicators
Writing for publications, reports, resources and all marketing and communications collateral	<ul style="list-style-type: none">- Develop, write and edit stories, letters, advertising copy, website content, staff e-newsletter, annual reports, eDMs, speeches, social media platform messaging and all other relevant marketing and communications collateral.- Developing, auditing and updating content on digital and print assets, across all channels and all departments.- Ensure the website has current, accurate text.- Edit and proofread content to ensure material is clear, consistent, complete and credible, and that text is well written, grammatically correct and accessible.- Create marketing and communications data reports for the department as requested.
Bridge Magazine	<ul style="list-style-type: none">- Develop from conception to finalisation the Foundation's quarterly Bridge Magazine.- Management of the Bridge Magazine, including developing, interviewing, writing and editing magazine stories and articles.



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	<ul style="list-style-type: none"> - Liaise with the Graphic Designer on layout and design. - Ensure the magazine is completed in a timely, professional manner and on budget. - Source advertising for the magazine and grow revenue.
Media	<ul style="list-style-type: none"> - Develop media releases for the Foundation, with clear targeted messaging. - Work with and build relationships with media outlets to ensure maximum media coverage for the Foundation. - Keep up with media industry knowledge to leverage media for appropriate project and continence health work. - Work with the GMO and CEO on media risk mitigation and brand reputation. - Act as a media spokesperson for the brand when needed. - Manage and coordinate media requests for interviews and content.
Editorial Style Guide	<ul style="list-style-type: none"> - Regular updates of the editorial style guide. - Content library developed and updated. - Review of content from all departments and edit based on editorial style guide and Foundation tone of voice.

KNOWLEDGE, SKILL AND EXPERIENCE REQUIREMENTS

Education/Qualifications	<p>Experience interviewing and story telling.</p> <p>Qualifications and/or experience in professional writing, communications, journalism or another related discipline.</p> <p>Demonstrated experience in health and/or community related services.</p> <p>Demonstrated experience writing content that is engaging and evidence-based.</p> <p>Ability to write with clarity for a range of audiences across a variety of digital channels.</p> <p>Meticulous attention to detail in editing and proof-reading.</p> <p>Experience working across a range of different writing styles and guidelines, including values-based messaging and plain language.</p> <p>Solid understanding of creative and production processes for digital content .</p> <p>Experience using a content management system.</p> <p>Ability to apply best-practice SEO principles and processes.</p>
Computer/Software	Adobe Creative Suite, Office 365, Salesforce, Meltwater (media



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	monitoring)
General	Capacity to work in an agile way under tight deadlines with multiple stakeholders.

WORKPLACE HEALTH AND SAFETY

The Employee is responsible and accountable for:

- Compliance with workplace health and safety policies and procedures for risk identification, risk assessment and risk control. Refer WHSP01 Work Health & Safety; WHSP07 Smoking, Drugs and Alcohol.
- Active participation in activities associated with the management of workplace health and safety.
- Identification and reporting of health and safety risks, accidents, incidents, injuries and property damage at the workplace. Refer WHSP05 Incident and Accident Reporting Management.

QUALITY MANAGEMENT

The Employee is responsible and accountable for:

- Familiarity and compliance with all Company Policies.
- Active participation in training activities associated with Company Policies.
- Supporting the Continence Foundation's commitment to quality improvement and contributing to the achievement of contractual deliverables.

This position description has been designed to indicate the general nature and level of work performed by employees within this position. It is not designed to contain or be interpreted as a total inventory of all duties, and responsibilities that may be required of employees assigned to the role.

EMPLOYEE DECLARATION

I	<input type="text"/>
	<i>(Applicant's Name)</i>
hereby understand and accept the conditions of the position description as detailed herein for the position of	
	<input type="text"/>
	<i>(Position)</i>
Applicant's signature	<input type="text"/>
Date	<input type="text"/>