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**NUNKUWARRIN YUNTI OF SOUTH AUSTRALIA INC**

182 – 190 Wakefield St, ADELAIDE, SA 5000

**JOB & PERSON DESCRIPTION**

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| **POSITION TITLE:** | **CLASSIFICATION LEVEL:**  |
| Marketing & Communications Officer | NY Enterprise Agreement 2017 CS Level 5  |
| **PROGRAM:**  | **SECTION:** |
| Community Health Promotion & Education | Community Health Promotion and Education |
| **TENURE/STATUS:**  | **LOCATION (if other than Wakefield Street Adelaide):** |
| On-going (subject to funding) | Wakefield St |
| **POSITION REPORTS TO:** | **WORKS CLOSELY WITH:**  |
| Manager, Community Health Promotion & Education | Health Service Manager and other teams |

1. **PURPOSE STATEMENT**

Nunkuwarrin Yunti aims to promote and deliver improvement in the health and wellbeing of all Aboriginal and Torres Strait Islander people in the greater metropolitan area of Adelaide and to advance their social, cultural and economic status*.* The Organisation places a strong focus on a client centred approach to the delivery of services and a collaborative working culture to achieve the best possible outcomes for our clients.

The Marketing and Communications Officer will support the organisation to identify and implement marketing and communication activities. To effectively promote the organisation and services and support local design and evaluation of health promotion campaigns to achieve improvements in health outcomes with local Aboriginal and Torres Strait Islander community.

The primary role of the Marketing & Communications Officer is to:

* Undertake an analysis of the quality and comprehensiveness of existing organisation marketing and communication strategies to enable an effective communication and marketing plan to be developed;
* Coordinate the agreed Organisational health marketing/advertising and or public relations activities;
* Support health services to more effectively deploy a “campaign approach” to influence positive health behaviours;
* In collaboration with Management coordinate key organisational health promotion events and publications including Close the Gap Day & Open Day, Organisational Newsletter, Annual Reports and other contributions to external publication and media as required;
* Under limited direction of Management, coordinate the development and maintenance of critical health services related content via key organisational channels;
* In collaboration with management support health service participation with inter-agency events such as NAIDOC Week, Apology Day, Sorry Day, Child Health Expo, World Tobacco Day, Heart Health Week, World AIDS Day, Hepatitis Week and Diabetes Week, and conduct evaluation of the benefits of participation;
* Further support the organisation to better deploy a range of strategies including social media platforms and enhance digital channels to promote community engagement.
1. **KEY RESPONSIBILITIES/DUTIES**

*Identify the significant services of work, which are the key outputs of the position*

| **KEY RESPONSIBILITIES**(Outputs of the job) | **PERFORMANCE MEASURES**(Measures the outcome of the following activities by quantity, quality, or timelines) |
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| **Analysis of the quality and comprehensiveness or organisation marketing and communication resources** | * + - Annual review of and recommendations of existing health related marketing and communication resources to assess clarity of purpose, comprehensiveness of coverage across health services and branding conformance;
		- Range of opportunities for improvement identified through completion of this process.
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| **Coordination of critical health related content via key organisational communication channels and print materials** | * Currency, comprehensiveness, accuracy and quality of content on key organisational communication channels being, resources, pamphlets, brochures, website, etc.
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| **Provide quality expertise and or systems to health services to effectively deploy a “campaign approach” to marketing of services** | * Level of satisfaction of support provided to build capabilities in campaign oriented health messaging by managers/employees involved.
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| **Support the organisation to better social media platforms and enhance digital channels** | * Assess and make recommendations of opportunities for social media engagement;
* Manage and coordinate agreed organisations/programs social media and other digital channels.
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| **Coordination of Key Organisational health promotion and communication activities** | * The Close the Gap Day (March) and Open Day Event (October) is effectively coordinated resulting is strong agency and community engagement with the events;
* Quarterly organisational Newsletter, Annual Reports and other contributions to external publications included media are submitted as agreed.
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| **Support Health Services participate with inter-agency events** | * Information and advice to health service managers enables awareness of key health promotion events;
* Register of health service engage with health promotion activities is kept up to date.
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| **Team & Organistional Activities*** Maintain positive working relationships with other team member and staff of other programs
* Work as a member of a multidisciplinary team with commitment to shared ideas and common goals
* Participate in working groups and activities
 | * Contribute to and support positive team morale by actively and regularly participating in team planning activities and team meetings;
* Actively develop and maintain effective internal and external networks in a professional manner;
* Contribute to the development and implementation of Program policies and procedures;
* Work collaboratively with and support other Nunkuwarrin Yunti colleagues and teams where required;
* Contribute to strategic planning activities of the Program;
* Participate in internal working groups, committees and organisational activities where requested and/or willingly volunteer to contribute to organisational activities;
* Promote and present a positive image of Nunkuwarrin Yunti to other staff, clients and the community in general.
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| **Professional Development**Foster a professional work environment through delivering culturally safe services to Nunkuwarrin Yunti | * Attend professional development training courses related to effective delivery of health promotion activities.
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| **Administrative Activities**Ensure compliance with a range of administration and business practices which support the Community Health Promotion and Education Unit and Nunkuwarrin Yunti services | * Maintain timely and accurate documentation of key activity, consistent with professional standards;
* Provide regular statistical and other reports as requested;
* Ensure secure management of client date and client files and compliance with privacy policies and legislation.
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1. **SELECTION CRITERIA**

**ESSENTIAL –** includes qualifications, skills, experience and knowledge

* Formal qualification in area of Marketing / Communications or related field;
* Experience in designing and implementing campaigns that promote services and community engagement
* Demonstrated ability to build relationships and engage key community groups and external stakeholders
* Understanding of Primary Health Care Approach to health
* Demonstrated knowledge of the elements of health campaign management
* Well-developed written and verbal communication skills and the ability to communicate effectively with Aboriginal people
* An understanding and knowledge of social, health and cultural issues affecting the Aboriginal and Torres Strait Islander population in Adelaide and the greater metropolitan region
* Ability to work independently and under direct instruction
* Well-developed organisational and time management skills
* Experience in writing and implementing communication plans, copywriting and media releases
* Experience in social media communications, online communications and website content management systems
* Demonstrated knowledge of analysis of target group data and reporting

**DESIRABLE**

* Previous experience working in community primary health projects/programs that demonstrate best practice for Aboriginal and Torres Strait Islander clients
* Additional qualification in a health related
* Experience and knowledge in coordinating and evaluating health promotion activities and events
* Current first aid certificate or willing to obtain one
* Training – Child Safe Environments
1. **APPOINTMENT CONDITIONS**

**Special Conditions and Status**

* Full time position (subject to funding availability)
* Some out of hours work may be required
* Some interstate travel may be required
* Appointment is subject to a satisfactory National Police Clearance Certificate
* Subject to 6 months satisfactory probationary period unless the appointee is a current employee of Nunkuwarrin Yunti and has completed the required probationary period to being appointed to this position
* Salary sacrifice, superannuation, employer contribution
* Current South Australian full Driver’s Licence and willing to drive in the course of work activities
* Conditions of employment are in accordance with the terms and conditions stated in the relevant Enterprise Agreement
1. **PERFORMANCE/SKILL STANDARDS**

Performance will be measured and assessed against objectives set out during the performance agreement and in alignment with the job and person specifications for the role.

1. **WORK HEALTH AND SAFETY**

Follow defined work health and safety legislation, and Nunkuwarrin Yunti’s policies and procedures related to the work being undertaken in order to ensure own safety and of others in the workplace.

Take such action as is within your competence and responsibility to report or make recommendations to a higher level representative as you deem necessary, to avoid, eliminate or minimise hazards of which you are aware in regard to working conditions or practices.

Keep work areas in a safe condition and report any near accident, accident or injury, which arises in the course of your work.

1. **EQUAL EMPLOYMENT OPPORTUNITY**

**Responsibility Statement**

Contribute to the maintenance of a healthy, safe and equitable working environment by maintaining knowledge of and adhering to the principles and standards of Equal Employment Opportunity legislation that ensures all employees in the workplace are treated in a fair and equitable manner, free from discrimination, bullying and harassment.

Recognise that confidentiality will be abided by at all times in line with Organisational policy and respect the cultural sensitivity of all clients/customers of Nunkuwarrin Yunti of South Australia Inc.

Abide by the policies and procedures of Nunkuwarrin Yunti of South Australia Inc.

1. **CERTIFICATION**

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements for the job.

Duties and responsibilities for this position should not be considered definitive. Duties may be added, deleted or modified, in consultation with staff, as necessary.

**Employee Statement**:

As occupant of this position I have noted the statement of duties, responsibilities and other requirements as detailed in this document.

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Name Signature Date

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**Job and Person Description Approval**

**Date approved: / /**

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| **MIDDLE MANAGER****Name:****Signature:**  | **CHIEF EXECUTIVE OFFICER****Name:****Signature:** |