

## Position description

# Online Engagement Co-ordinator

<b>Award &amp; grade</b>	Grade 4 (Health and Administrative Officers Agreement)
<b>Salary</b>	\$72,000
<b>EFT</b>	0.8 - 1 EFT
<b>Reporting to</b>	Stream Leader, Strategy & Business Development
<b>Accountable to</b>	General Manager - Centre for Culture, Ethnicity & Health
<b>Tenure</b>	3 years
<b>Direct reports</b>	Nil
<b>Location</b>	23 Lennox St North Richmond
<b>Date issued</b>	August 2014

## Organisation profile

The **Centre for Culture, Ethnicity & Health (CEH)** assists health, government and community organisations to offer a high quality of service to clients from migrant and refugee backgrounds by building the capacity of the organisation through training and innovation and working directly with communities in education and advocacy. CEH's work is informed by research, evidence and its experience working with migrant and refugee communities. CEH includes a fee-for-service arm as well as discrete programs that focus on health service delivery, sexual health and viral hepatitis.

CEH is part of **North Richmond Community Health**, an agency committed to making healthcare more accessible and culturally relevant.

## Position objectives

This is a newly-created position located within the Strategy & Business Development stream at CEH. The position has been established to lead a renewed push into the provision of multilingual resources online; development of online training; better use of data; on-going development and maintenance of the CEH website; and the provision of consulting services.

The opportunity arises as a result of the contracting of the Victorian Government's Health Translations Directory (HTD) to CEH and a strategic push within CEH to develop better online training opportunities.

This position is responsible for:

1. The success of the Health Translations Directory project: In particular the management of relationships with Digital Services staff at the Department of Health; Health Translation Directory contributors; and end users.
2. The establishment of a suite of vibrant and contemporary online learning products that meet activity and revenue targets.
3. Ensuring that the CEH website is functionally capable; easy to navigate; easy to maintain; and contributes to the achievement of CEH's objectives.
4. Establishing a database of CEH's contacts and overseeing its on-going maintenance.
5. The provision of consultancy services based on the skills of the Online Engagement Co-ordinator contributing to the objectives of the CEH.

## Key responsibilities and deliverables

- **Health Translation Directory – *Our expertise in demand.***
  - Be an active contributor to the project steering group
  - Lead the project's IT aspects and contribute to the work of the team
  - Develop and recommend initiatives that improve software functionality
  - Manage relationships – Digital Services staff at Department of Health; health and community services agencies; and end users
  - Develop, implement and support a database that manages the regular review of documents and other automated functions
  - Research and recommend IT solutions to problems as they arise
  - Contribute to the establishment of project targets and evaluation strategies
  - Oversee the development and implementation of marketing plans
  - Prepare and distribute web analytics reports
  - Manage search engine optimisation
  - Deliver outcomes on time and within budget
- **Online training products suite – *Our future is online.***
  - Research and make recommendations re software/technology or supplier(s)
  - Liaise with training and IT professionals to optimise outcomes
  - Drive online initiatives to become core CEH work
  - Establish project targets and evaluation criteria
  - Oversee the development and implementation of marketing plans
  - Manage search engine optimisation
  - Deliver outcomes on time and within budget

- **CEH website – *Making it pop!***
  - Lead research and discussions with stakeholders regarding functionality requirements
  - Lead initiatives to improve functionality of site
  - Manage search engine optimisation
  - Prepare and distribute web analytics reports
  - In collaboration with the Communications Officer, ensure content is kept relevant and up to date.
- **Database development and maintenance – *Getting organised.***
  - Lead research and discussions with stakeholders regarding functionality requirements
  - Oversee the approval process and management of contractors to build, install and import data
  - In collaboration with the Communications Officer, ensure content is maintained in an accurate and timely manner.
- **Consultancy services for CALD community services – *Creating profit for purpose.***
  - Be available and prepared to freely share knowledge and skills
  - Provide timely and friendly customer service to prospects and clients
  - Establish revenue targets and meet them.

## Key selection criteria

### Preferred skills / experience / qualifications

- Relevant qualification in information technology
- Experience developing online learning programs
- Knowledge of Information Services at Victorian Department of Health
- Experience managing IT projects in Government and/or not-for-profit sectors
- Experience in health and welfare sectors
- High level writing and editing skills
- An interest in refugee and migrant health issues

### Essential skills & experience

- Highly developed interpersonal skills
- Experience in developing a range of online solutions and products
- Highly developed project management skills

### Qualifications requirements

- Tertiary qualification in relevant discipline

## Essential attributes

- Ability to prioritise competing tasks and meet deadlines
- Energy, initiative and commitment to teamwork and collaboration
- Strong outcomes focus
- Flexible, adaptable and receptive to new ideas
- Well-developed analytical, conceptual and information-seeking skills

## Training requirements

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

Topic	Timeframe for completion
Occupational Health and Safety	Within 3 months
Introduction to Cultural Diversity	Within 12 months
Organisational health literacy	Within 12 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 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 three-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.

## Further information

For all enquiries relating to this position, contact:

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