

Position number:

Position: **Marketing & Communications Coordinator**

Visa sponsorship is NOT available for this role

EBA: Health Professionals, Health & Allied Services, Managers & Administrative Officers Enterprise Agreement

Classification: HS2

Salary: \$66,768 per annum (\$1,284 per week)

Superannuation: 11%

Working hours: Full time (38 hours / 40 hours with ADO)

Basis of employment: Fixed Term contract until 30 December 2024

Location: Hamilton

Team: **National Centre for Farmer Health**

Line manager: Business Development & Industry Engagement Manager

Contact for enquiries: Cecilia Fitzgerald
5551 8447
cecilia.fitzgerald@wdhs.net

Please do not send your application to this contact

How to apply: Online applications. Go to <https://wdhs.net/v2/home/careers/> then find the position by title or number and apply

ABOUT US

At Western District Health Service (WDHS) we pride ourselves on our strong teamwork and our shared commitment to providing person-centred high-quality healthcare to the Southern Grampians community. We encourage and celebrate diversity, inclusion and accessibility for our staff and visitors to our services and we are dedicated to living our values of: Integrity, Innovation, Collaboration, Accountability, Respect and Empathy.

With a population of approximately 10,000 and a catchment of 16,500, Hamilton is the regional centre of Victoria's Southern Grampians region and WDHS is the largest employer in the region. WDHS provides a comprehensive range of acute inpatient services, residential aged care and primary and community health services. To find our more information about WDHS you can visit <https://wdhs.net/v2/about-us/>.

The Greater Hamilton region is rich with lifestyle opportunities and facilities. Working for WDHS will enable you to pursue your profession, build your career and enjoy a great work/life balance. With the Grampians National Park and stunning beaches on your doorstep in Warrnambool, Port Fairy and Portland and wineries dotted in-between, a better lifestyle is waiting for you! To find our more information about the Greater Hamilton region you can visit <https://wdhs.net/v2/home/careers/community-information/>

Be Yourself - We value the unique backgrounds, experiences and contributions that our staff and visitors bring to our service. First Nations people, those identifying as LGBTQIA+, people of all ages, with disabilities and culturally and linguistically diverse people are encouraged to apply.

About the Role:

The National Centre for Farmer Health was founded in 2008 as a partnership between Western District Health Service and Deakin University through the School of Medicine to address the issue of higher mortality and morbidity of Australians who live and work in farming communities, compared to their city counterparts.

The NCFH team are an innovative, passionate and multidisciplinary team committed to improving farmer health, wellbeing and safety via the activation of our new [5-year strategic plan](#). This growth-focused plan is guided by the pillars of evidence, influence, and action.

The Marketing & Communications Coordinator plays a pivotal role in developing and executing strategic marketing and communication initiatives to promote the mission, vision, and services of the NCFH. This dynamic role involves collaborating with team members and various stakeholders to develop engaging content to raise awareness, drive engagement, and enhance the visibility of NCFH within the agricultural community and broader public sphere

Responsibilities and Duties

The Marketing and Communications Coordinator will need to stay diligently informed on various initiatives and projects undertaken by the NCFH. This is essential to identify relevant content for dissemination across our website, social media channels, and other marketing and communication platforms, and to assist other team members with the development of effective campaigns to engage the relevant target audience.

Key responsibilities include:

- Creating compelling content across multiple channels, including digital platforms such as website, social media, eDMs, medias releases, and print materials.
- Managing the NCFH's digital presence, including maintaining the www.farmerhealth.org.au website, content updates, managing the Safety Shop and search engine optimization (SEO) strategies.
- Coordinating all promotional campaigns in collaboration with NCFH team members to showcase NCFH's research, programs, and initiatives.
- Monitoring, analysing and reporting on marketing metrics, campaign performance, and audience engagement to evaluate effectiveness and inform future strategies.
- Collaborate with NCFH team members across all areas including research, education, and service delivery to ensure alignment and consistency in messaging and branding.

We are looking to fill a full-time role, however, welcome applications from multiple candidates, and able to offer flexible working arrangements for the right applicant(s). The successful candidate will be employed by Western District Health Service, report to the Business Development & Industry Engagement Manager and work collaboratively with all members of the National Centre for Farmer Health team across a number of projects and initiatives.

About You:

This role suits a self-driven and enthusiastic individual with a relevant tertiary qualification and marketing experience. Passion for agriculture, rural health, and advocacy for farmers' wellbeing is highly desirable.

You'll have the opportunity to apply your creative flair and innovative thinking to craft compelling narratives, design captivating visuals, and develop engaging content that resonates with our audience. Whether it's conceptualising impactful social media campaigns, producing visually stunning marketing materials, or brainstorming innovative strategies to elevate our brand presence, you'll play a key role in supporting our goal to expand our national presence.

Selection Criteria

- Proven experience in marketing, communications, or public relations, preferably within the healthcare, nonprofit, or agricultural sectors and supported by relevant Tertiary qualifications.

- Exceptional written and verbal communication skills, with a strong eye for detail and creativity in storytelling.
- Proficiency in digital marketing tools and platforms, content management systems (CMS), email marketing software, and social media management tools.
- Demonstrated experience in use of marketing and design software including Adobe Indesign, Photoshop, Canva, Adobe Acrobat, Google Docs, Mail Chimp, video & audio editing software;
- Demonstrated experience in basic HTML/XML coding and management of websites.
- Strong project management skills with the ability to prioritise tasks, meet deadlines, and manage multiple projects simultaneously.
- Demonstrated ability to collaborate effectively with diverse stakeholders, build relationships, and foster a positive team environment.
- Proven ability to work with minimum supervision and a high degree of initiative and accountability.
- Commitment to the WDHS Values of Integrity, Innovation, Collaboration, Accountability, Respect and Empathy and ability to exhibit behaviour which reflects our values.

Benefits of Working with Us

We are able to offer flexible working arrangements, including working from home and job share arrangements for the right applicant(s). In this role, you'll have the opportunity to apply your creative flair and innovative thinking to craft compelling campaigns, design captivating visuals, and develop engaging content that resonates with our audience whilst working with an innovative, passionate and multi disciplinary team.

Staff benefits

- Flexible working arrangements (full & part-time, contract) and option to purchase additional leave to support work/life balance
- External professional development funding support after 12months
- Internal training and development opportunities to support professional and personal growth.
- Enterprise Bargaining Agreement based remuneration.
- Salary packaging including capped expenses (\$9,010), meals (\$2,600), novated vehicle leasing.
- Free on-site car parking
- Social club membership offering a range of events, functions and local community discounts.
- A culture which supports staff health and wellbeing including:
 - Green Bean Café on site at the Hamilton hospital
 - Discounted leisure memberships
 - Gym membership at corporate rates
- Access to Employee Assistance Program (EAP)

Other Requirements

- Current police check is required for this role
- Current driver's licence is required for this role
- Some afterhours work may be required in this position
- Occasional travel within Victoria and interstate may be required

Occupational Health and Safety Responsibilities

All Western District Health Service employees share responsibility for occupational health and safety, (OH&S) with specific responsibilities and accountabilities allocated to positions within the organisational structure. Any employee who fails to meet his/her obligations concerning health and safety may, depending on the circumstances, face disciplinary action up to, and including, dismissal.

Employees have a responsibility to comply with all relevant WDHS OH&S management system Policies, Procedures and programs. This includes the WDHS Injury Management Program.

Employees have a responsibility to take all reasonable care to prevent incident or injury to themselves or to others in the workplace. Employees are expected to learn and follow approved standards and Procedures that apply to their activities and check with their Manager when they have any doubts concerning potential hazards.

Employees have a responsibility for:

- Looking after their own health and safety and those of others in the workplace;
- Follow safe work practices and use personal protective equipment as required;
- Participate in OH&S consultation and OH&S training initiatives;
- Report any accidents, incidents, injuries “near misses”, safety hazards and dangerous occurrences, assist with any investigations and the identification of corrective actions;
- Cooperate with managers and supervisors so that they can meet their OH&S responsibilities;
- Don’t wilfully interfere with or misuse anything provided in the interest of health and safety or wilfully put anyone at risk;
- Performing only those tasks for which they have received appropriate training and instruction;
- Ensuring that they understand and comply with those responsibilities which apply to them while performing their duties at the workplace;
- Participate in emergency evacuation exercises.

INHERENT PHYSICAL REQUIREMENTS:

Western District Health Service has a duty of care to all staff. The purpose of this section is to ensure that you fully understand and are able to perform the inherent requirements of the role (with reasonable adjustments if required) and that you are not placed in an environment or given tasks that would result in risks to your safety or others. The role may require the following tasks among other things:

<u>1 Nursing / Patient Care Role</u>	<u>2. Maintenance / Hotel Services Staff Role</u>	<u>3 Clerical / Administration Role</u>
<ul style="list-style-type: none"> ▪ manual handling (pushing, pulling equipment) ▪ general patient handling and clinical nursing duties ▪ sitting, standing, bending, reaching, holding ▪ pushing pulling trolleys and equipment ▪ general clerical, administration work, computer work ▪ use of personal protective equipment and handling ▪ handling general and infectious waste, ▪ shift work in most roles 	<ul style="list-style-type: none"> ▪ generic maintenance work, working at heights ▪ generic out door work / pushing, pulling trolleys ▪ sitting, standing, bending, reaching, holding ▪ computer work ▪ general clerical, computer and some admin work ▪ use of personal protective equipment and handling ▪ handling general and or infectious waste, ▪ shift work in some roles 	<ul style="list-style-type: none"> ▪ sitting, standing, bending, reaching, holding ▪ computer work, data entry ▪ general clerical at varying levels , ▪ use of personal protective equipment ▪ handling general waste ▪ pushing and pulling trolleys / filing, ▪ shift work in some roles

Note to all employees

- You must work within the policies, procedures and guidelines of WDHS
- You must participate in the WDHS integrated risk management and quality improvement systems by being aware of responsibilities to identify, minimise and manage risks and identifying opportunities for continuous improvement in your workplace through communication and consultation with managers and colleagues.
- You must ensure that the affairs of WDHS, its patients, clients and staff remain strictly confidential and are not divulged to any third party except where required for clinical reasons or by law. Such confidentiality shall extend to the commercial and financial interests and activities of WDHS.
- Statements included in this Position Description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all inclusive.
- Management may alter this Position Description if and when the need arises. Any such changes will be made in consultation with the affected employee(s).
- A Performance Review will occur within three (3) months of commencement, then annually taking account of the key roles and responsibilities outlined in this Position Description. In addition to reviewing performance

(individual and work team), the annual meeting provides an opportunity to ensure role clarity, revise key performance activities/measure and set development objectives and goals for the year ahead.

APPROVALS	<i>Name</i>	<i>Signature</i>	<i>Date</i>
Divisional Head:			
Department Head:			
Employee:			

Position code: <i>People, Culture & Development use only</i>	
Date revised: <i>People, Culture & Development use only</i>	

When revised please forward electronic copy to:
 People, Culture & Development Department [email: people.culture@wdhs.net](mailto:people.culture@wdhs.net)