



Position Description

Marketing & Communications Officer

Position Title	Marketing & Communications Officer
Location	Birtinya; travel may be required across NCACCH service region/s
Employment Status	Full-Time; 36 hours per week
Position Report To	General Manager – Strategy and Service Development
Position Responsible for	Nil
Remuneration	Dependent on qualifications & experience Salary sacrifice entitlement available for full time status Employer contribution to superannuation (12.75%)

NCACCH Background Statement

North Coast Aboriginal Corporation for Community Health (NCACCH) is a not for profit, community-controlled health corporation and is funded by the Australian Government's Department of Health (DoH), Central Queensland, Wide Bay & Sunshine Coast PHN and the Queensland Government Department of Health.

NCACCH is an innovative leader in Aboriginal and Torres Strait Islander healthcare, providing a range of services and programs through its hybrid Brokerage and Aboriginal Medical Service model for health service delivery. NCACCH maintains contracts with over 800 primary and allied health professionals across the region.

With the purpose of providing a holistic and comprehensive primary health care service, NCACCH seeks to improve health and social outcomes to our community through:

- Provision of access to a full regional network of health care professionals
- Encouraging choice for Aboriginal and Torres Strait Islander community members and their families. And through exercising this choice, building cultural sensitivity and inclusiveness across the community while simultaneously promoting market competition between health care service providers; and
- Utilising its Aboriginal Medical Service and partnerships with primary healthcare and other specialised services, as a proactive strategy in delivering community wide “Closing the Gap” health status improvement initiatives

Our Vision: To improve the health and wellbeing of our community through the provision of culturally safe, responsive and inclusive services.

Purpose of the Position

Health promotion?

The Marketing & Communications Officer is responsible for leading the analysis, planning and implementation of required internal structures and strategies to develop, implement, evaluate and maintain required marketing and communication across the organisation. In addition, this position will aim to raise the public profile of NCACCH and promote an understanding of activities and objectives, both internally and externally.

The NCACCH Marketing & Communication Officer is expected to operate with the highest level of integrity, accountability and professionalism in accordance with NCACCH's values and Code of Conduct. In addition, this position will focus on ensuring the efficiency and effectiveness of the organisation's service delivery. They will support continuous improvement through encouraging innovation and best practice, within NCACCH's current quality management systems.

Selection Criteria

Essential:

Adobe Suite? Canva (advanced knowledge?)

- Experience utilising marketing software platforms, digital content software, social media platforms, video editing and digital productions
- Experience in developing and implementing effective, multi-channel communication campaigns and strategies
- Experience in promoting a consistent brand experience in media relations
- Ability to independently manage social media profiles and increase audience engagement
- Highly organised with the ability to work under pressure and meet deadlines while ensuring quality of work
- High level interpersonal and communication skills and experience liaising with a range of internal and external stakeholders to form beneficial working relationships
- Strong administrative skills with experience working with a range of systems & applications, including MS Office, Adobe suite and Canva
- Problem solving skills and ability to think resourcefully to solve day to day challenges
- Solutions focused with the ability to work autonomously, display initiative and self-motivate
- Strong time management skills and ability to meet targets and performance outcomes

Aboriginal and Torres Strait Islander applicants are strongly encouraged to apply

Desirable:

- Experience working in an Aboriginal Community Controlled Health Organisation or similar
- Strong connections to Aboriginal and Torres Strait Islander communities and stakeholders across the Gympie and/or Sunshine Coast regions
- Sound knowledge of Aboriginal culture, health issues, and health disparities between Aboriginal and non-Indigenous population across Southeast Queensland

Mandatory Qualifications/ Professional Registrations and Licences

- Relevant qualification in Marketing, Communications, or Business and/or demonstrated industry experience (minimum 2 years)
- Current C Class Drivers Licence (QLD)
- Current Suitability 'Blue Card' for working with children and young people
- Current or willing to gain First Aid Certificate
- Satisfactory Police Check – no Serious/Criminal/Court Record (if requested)

General Role Requirements

- Work out of normal hours of duty, including some weekends, will be required
- Travel across the region will be required

Mandatory Vaccinations

- Full vaccination against COVID-19 as per NCACCH policy. Evidence that is required for this includes myGov record or immunisation history statement.

Position Responsibilities

Marketing & Communications

- Increase NCACCH profile and promote the understanding of NCACCH services, program, objectives and activities both internally and externally
- Contribute to development and/or maintenance of marketing and communications strategy/plan
- Assist in developing and/or maintaining relationships with external agencies
- Assist in the tracking of website, social media and marketing engagement against key performance indicators
- Identify external opportunities for NCACCH to market itself ie speaking events, online platforms, podcasts, radio etc
- Assist in developing effective marketing campaigns and material
- Work in collaboration with program teams to approve and finalise marketing material
- Assist with creating and editing various presentations, speeches, media releases etc
- Produce quarterly agency e-newsletter and distribute to financial membership
- Produce weekly staff updates and add to the sharepoint homepage
- Assist in the production of the annual report
- Photo/video and content development and editing

Website

- Regularly audit and in collaboration with Executive and program staff, update website content
- Maintain and ensure currency of event/program/health service information and flyers
- Assist in updating Wordpress software and plugins

Social Media

- Assist in development and management of content across all social media channels including monthly analytics
- Coordinate social media calendar and activity across all channels
- Assist in graphic design for flyers for upcoming events to place on social media/newsletter
- Develop proactive and attractive communication strategies to increase engagement of target groups

ICT

- Provide support as the first point of contact for all new and existing NCACCH equipment, software and/or hardware system support issues
- Maintain relationships with IT external providers to ensure efficiency of software and hardware to have minimal impacts on the business

Relationship Management

- Foster productive working relationships with other NCACCH staff to enable the delivery of seamless support services
- Actively foster productive working relationships with local networks, government departments, other service providers and suppliers to promote NCACCH and remain abreast of emerging issues

- Encourage cross-functional collaboration to achieve the best outcome for the organisation and community

Information Management

- Undertake reporting activities together with other relevant documentation within the scope of your role
- Maintain the information flow that supports reliable data and documentation in your area of responsibility
- Participate in business planning processes, policy and procedure formulation and improvement within your area of responsibility

Excellence:

- Seek to understand your role in the larger organisation context
- Comply with and contribute to continuous improvement of all NCACCH policies, procedures and processes
- Proactively investigate new perspectives, attitudes and behaviours and take steps to evaluate and improve your own and organisational performance
- Deliver a high level of customer service, including the timely provision of agreed services to patients and other key stakeholders where applicable
- Maintain own competencies and participate in professional development programs
- Participate in scheduled performance development check- ins and review processes
- Contribute to effective team performance which ensures NCACCH continues to deliver the best service to community in line with program specific accreditations and ISO 9001 standards

Safety:

- Report any work-related personal injuries/illness or incidents, safety hazards, malfunction of any machinery, plant or equipment
- Wear/use and maintain/care for personal protective clothing and/or equipment provided and report any defects
- Use lifting equipment and assistive devices as required
- Participate in rehabilitation process if injured or ill due to work
- Demonstrate leadership in NCACCH Work Health Safety goals and objectives remaining compliant with WHS Legislation and NCACCH policies and procedures
- Carry out your duties safely in accordance with your ability and competence

Legal Obligation:

- All relevant health professionals who, in the course of their duties, formulate a reasonable suspicion that a child or young person has been abused or neglected in their home/community environment, have a legislative and a duty of care obligation to immediately report such concerns to the Department of Child Safety.

Other duties consistent with the position where required and/or requested by your Manager. NCACCH can direct you to carry out duties which it considers are within your level of skill, competence and training at any time.

Please note that the duties outlined in this Position Description are not exhaustive and are only an indication of the work of the role.

NCACCH reserves the right to vary the Position Description.