

POSITION DESCRIPTION

POSITION:	Communications and Marketing Officer
AREA:	Operations
REPORTS TO:	General Manager Operations
DIRECT REPORTS:	Communication and Marketing Assistant
CLASSIFICATION:	Level 4

RURAL WORKFORCE AGENCY, VICTORIA LIMITED (RWAV)

RWAV creates sustainable health workforce models that support Victoria's rural, regional and Aboriginal communities. We draw on trusted relationships, smart data and best practice to establish models that are capable, connected and tailored to the communities they serve.

OUR MISSION

Develop and deliver solutions to enhance rural, regional and Aboriginal communities' access to health workforce

OUR VALUES

It is integral for all of our employees to share in our values of **respect, trust, accountability, collaboration** and **innovation**.

YOUR ROLE

The primary function of your role as Communications and Marketing Officer is to provide communications support necessary for RWAV to successfully execute its business plan and achieve its business objectives and strategies.

KEY RESPONSIBILITIES

- Review, update and implement the annual RWAV Communications and Marketing Plan;
- Maintain a style guide to direct and guide RWAVs corporate visual identity i.e. logo and branding;
- Produce and publish professional RWAV publications and publicity material, such as brochures, flyers, folders, posters, etc., consistent with RWAVs corporate image;
- Source and maintain an adequate stock library of photo images for use in RWAVs published materials and website;
- Prepare and circulate RWAVs electronic newsletters and communiques and prepare editorial for publication in external stakeholder publications;
- Coordinate RWAVs web site, social media and other online activities such as micro-sites, moderate all digital content and train and support authorised online administrators;

- Monitor and collate RWAV website and social media statistics to support reporting requirements of staff, and support staff as required in the production of online media reports involving website and social media metrics;
- Publicise RWAV services, activities and achievements and take a proactive approach to identifying prospective new communication opportunities (including online spaces) for engaging RWAVs target markets;
- Monitor and evaluate promotional activities to assist with development and reporting on the effectiveness of these activities;
- Coordinate the annual Victorian Rural Health Awards and other forums as required;
- Ensure effective and efficient financial management of the Communications budget;
- Manage all initial media activities including media inquiries, media liaison, media interviews, media releases, editorials and media monitoring;
- Manage the placement of paid advertising where appropriate;
- Undertake strategic marketing activities and campaigns as necessary;
- Source and organise promotional merchandise and display materials for conferences and events;
- Liaise with external key stakeholders to progress and enhance national publicity and promotion of rural health workforce activities;
- Liaise with external contractors and suppliers;
- Support RWAV program areas in the planning, development and execution of publicity activities as they arise;
- Develop and maintain a processes and procedural manual for PR activities;
- Supervise direct reports as required;
- Maintain and monitor employee performance;
- Other duties as directed.

SELECTION CRITERIA

Essential

- Possession of the relevant tertiary qualification and/or relevant experience in Communications, or Public relations;
- Demonstrated professional approach in communication, promotion, marketing, media liaison and information provision;
- Experience in online marketing, website management and social media;
- Evidence of superior writing ability, including the ability to distil salient facts from large bodies of information and to write accurate media releases / copy;
- Demonstrated ability to prepare project briefs, to write articles and to document program work;
- Ability to function independently, to operate under pressure and meet deadlines, and at the same time to report appropriately;
- Demonstrated ability to manage internal and external communications for an organization;
- Demonstrated customer service and client management experience;

- A holder of a current driver’s license with the ability to travel to regional and rural parts of Victoria;

Desirable

- An understanding of rural health workforce issues, in particular general practice and how they apply to sustainable medical services (desirable);
- Experience in publications management (desirable);

REVIEWED:	June 2019
CONDUCTED BY:	General Manager Operations
APPROVED BY:	Chief Executive Officer
NEXT REVIEW:	June 2020

As occupant of the position I have noted the role and primary responsibilities as detailed in this document.

Employees Signature: -----

Manager’s Signature: -----

Date: -----