

## Position Description

<b>JOB TITLE</b>	Marketing and Communications Officer
<b>REPORTS TO</b>	Marketing and Communications Manager
<b>DATE</b>	October 2024
<b>CONTRACT TYPE</b>	Parental Leave Relief - Fixed Term 10 month contract

### ORGANISATIONAL CONTEXT

<p>Our employees are supported to utilise the breadth of their skills and expertise in achieving the organisation’s goals.</p> <p>Our employees are community focussed, embrace change, are agile and are solution focused.</p> <p>Our employees are committed to our organisational values that guide our decision making and behaviours.</p>	
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### POSITION OBJECTIVE

The role supports the design and implementation of a range of marketing, communications and branding initiatives and campaigns across a range of mediums with a view to increase the profile and use of WentWest initiatives and Western Sydney Primary Health Network commissioned services.

### KEY STAKEHOLDERS (remove or add as required)

External Stakeholders	Internal Stakeholders	Individual Teams
Department of Health and Aged Care Local Health Districts NSW Health General Practitioners Allied Health providers Other government organisations (e.g., Department of Education, Department of Communities and Justice, etc)	As required across the organisation	As required across the organisation

### KEY RESPONSIBILITIES

- Facilitate the rollout and effective delivery of promotional campaigns.
- Copywriting, proofreading and editing content.
- Develop, collate and distribute newsletters in collaboration with program areas.
- Plan and develop online content and updates across multiple channels, including website, social media, etc.

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- Assist with brand adherence across the organisation in alignment with WentWest and PHN Branding Guidelines.
- Maintain the corporate image library, including database of photographs of company events, activities and projects for use in communications literature and channels.
- Provide regular updates on project milestones as required.
- Work with suppliers to help produce and deliver campaign materials and resources on time.
- Develop strong and productive relationships with internal and external stakeholders.
- Identify and develop enhancements and add value to the organisation through continuous improvement opportunities.
- Perform other duties reasonably required as directed.
- Ensure “best practice” processes across all areas of responsibilities.
- Comply with the organisations policies and procedures.
- Ensure the safety of yourself and others in line with the organisations WHS policies and procedures and the *Workplace health and safety Act 2011*.

### ADDITIONAL REQUIREMENTS AND TRAVEL REQUIRED

- Some out of hours work on evenings and weekends will be required for events, meetings or conferences etc.
- Some travel within the Western Sydney area or interstate may be required for conferences or meetings.

Note: Out of hours work should be managed in accordance with WentWest’s Flexible Work Policy and employees’ hours should be adjusted flexibly to accommodate hours worked outside of core business.

### MANAGEMENT SYSTEM

- Ongoing compliance with WentWest management system requirements
- Responsible for ensuring that all documents that are part of the WentWest management system and assigned to this position are reviewed and updated in accordance with the Control of Documents and Records Policy

### INFORMATION SECURITY MANAGEMENT SYSTEM (ISMS)

- Ongoing compliance with WentWest’s Information Security Policy and the information security components of the WentWest Management System.

### QUALIFICATIONS

- Relevant tertiary qualifications in Marketing or Communications.

### SKILLS AND EXPERIENCE

#### Essential

- A minimum of two years’ experience in a similar marketing or communications role.
- Demonstrated ability to write quality content
- Experience in the execution of timely and relevant marketing campaigns
- Strong written, verbal and presentation skills, including proofreading and editing, with excellent attention to detail.
- Understanding of marketing and communication principles and practices.
- Understanding of web coordination and email marketing best practices.
- Knowledge of social media management and content creation.
- Ability to work in a fast-paced, dynamic environment ensuring quality output.
- Ability to meet deadlines and well-developed time management skills.
- Ability to work autonomously or in a team environment.

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- Strong interpersonal skills and ability to work well with everyone at all levels

### Desirable

- Ability to manage changing priorities.
- Intermediate skills in content management systems, email marketing systems, Adobe Creative Suite and Microsoft Office software.

### PRE-APPOINTMENT REQUIREMENTS – These must be provided prior to offering a position to a candidate

- Right to work in Australia documents (Passport, or Birth certificate with 100 points of ID)
- Certification of any tertiary qualifications and professional memberships
- National Police check completed in the last 6 months

### WENTWEST VALUES - behaviours and ways of working the organisation sees as critical

Display an attitude and behave in a manner that is in keeping with our Core Values and through own behaviour, and through effective implementation of a positive team-based culture

**Creativity** – challenge convention

**Leadership** – Inspire action

**Equity** – actively overcome barriers

**Excellence** – be the best we can be

**Respect** – understand others