



Position Description

Title:	Communications Officer – Campaigns
Unit:	Corporate Services
Reports To:	Strategic Communications Manager
Direct Reports:	N/A
Time Fraction:	Full-time (1.0FTE)
Employment Status:	24 months
Location:	17-23 Sackville Street, Collingwood 3066 (flexible working conditions)

Organisational Overview

VACCHO is the peak representative for the health and wellbeing of Aboriginal people in Victoria. We lead and support Aboriginal Community Control and the broader health and social services sector to deliver transformative health and wellbeing outcomes for Victorian Aboriginal communities. Our vision is for vibrant, healthy, self-determining Aboriginal communities. Our strategic plan; *On Solid Ground (2021-26)* outlines our bold steps to get there.

Unit Overview

The Corporate Services Unit provides organisation-wide business support services based on specialist knowledge and technology to serve internal and external customers and business partners. The Unit comprises staff focused on covering Finance, Operations & Administration, PMO, Quality, Risk, Compliance & Safety, Communications and Digital, HR, Shared Business Services and Executive Support.

The Communications and Digital Services team is responsible for strategic communications planning, social media, media relations, publications, fundraising, digital platforms, design and campaigns.

Role Overview

The Communications Officer – Campaigns will support the Strategic Communications Manager and Communications and Digital Services, and is primarily responsible for developing and implementing campaigns across areas including advocacy and other programs. They will play an integral part in strengthening the voice of VACCHO through developing and delivering high-impact and multi-channel campaigns.

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Key Responsibilities

- Develop, oversee and coordinate organisation-wide campaign calendar
- Conceptualise, design and implement high impact campaign plans and activities from end-to-end
- Oversee the development of campaign collateral and reporting on campaign milestones
- Develop campaign key messages in-line with organisation values and goals
- Identify and pitch new campaign ideas, approaches and opportunities
- Ensure the cohesive strategic direction of all campaign activities
- Work closely with Policy and Research unit to develop advocacy campaigns
- Liaise with stakeholders to strengthen the delivery and execution of campaign plans
- Collaborate and support broader Communications team activities when required.
- Support the implementation of VACCHO's strategic plan: *On Solid Ground (2021-26)*, particularly the focus area of *Strong Voice*.
- Ensure the key principles of *Culture and Kinship; Our Choice, Our Way; and Knowledge* are embedded throughout your work and the work of your team
- Regular attendance and participation at Corporate Services Unit meetings, program meetings, staff and other meetings.
- Undertake other duties, which are appropriate to the level of the position, as directed by the Unit Manager to meet Unit objectives.

Compliance with VACCHO Standards

- VACCHO is an equal opportunity employer and strongly encourages Aboriginal and Torres Strait to apply for all positions advertised (*Equal Opportunity Act 2010*). We are committed to ensuring our workplace and member services support also reflect this. Everyone is welcome at VACCHO and candidates regardless of age, cultural background, ethnicity, gender, sexual orientation or religious affiliation are encouraged to apply.
- VACCHO is committed to welcoming and embracing the diversity of cultures, identities, gender, sex, and sexually diverse identities and expressions, experiences, beliefs, and values of all people. VACCHO believes in the right for all people to be treated with the respect and dignity at all times, and that all people who work for, govern or undertake work at or visit VACCHO should at all times feel safe and included at VACCHO.
- VACCHO requires all employees to comply with all work health and safety rules, regulations and relevant Codes of Practice (*Victorian Occupational Health and Safety Act 2004*).
- VACCHO requires employees to participate in and promote our quality control, risk management, safety and compliance systems. This includes participating in the development and application of VACCHO's policies and procedures, as well as the identification, reporting and management of risks. This includes adherence to all VACCHO Quality Management System (QMS) ISO 9001:2015 requirements.
- VACCHO requires employees to adhere to a *Code of Conduct*, including commitment to confidentiality and conflict of interest declarations.
- VACCHO requires employees to follow all health and safety directions in relation to COVID-19 (including, but not limited to, VACCHO's directions, Public Health Orders, and Victorian Chief Health Officer directions).

Other Employment Related Information

- A National Police Records Check is required as a condition of employment.
- A current Working with Children Check is required.
- A current Victorian Drivers Licence is required, and a copy is to be provided before any expiry date. The position may require travel throughout the state of Victoria and occasional interstate travel.

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- Reasonable and valid evidence that you have received both the first dose and second dose of a COVID-19 vaccine is required and any booster shots when required. We note that evidence must be derived from a record of information that was made under, or in accordance with, the *Australian Immunisation Register Act 2015* (Cth). This may include a letter from a medical practitioner, a certificate of immunisation or an immunisation history statement obtained from the Australian Immunisation Register. VACCHO will also consider a current medical certification from a medical practitioner that an employee is unable to receive both doses due to a medical contraindication or acute medical illness, but VACCHO will have absolute discretion as to whether or not to accept this exception – after genuinely considering its duty of care and legislative obligations to all workers and visitors]

Key Selection Criteria

- At least three years' experience in a relevant role
- Demonstrated knowledge and experience in end-to-end campaign plan design and delivery
- Demonstrated advocacy campaign management experience including the ability to develop and execute multi-channel plans to improve engagement and impact discussion
- Exceptional writing, editing and verbal skills and ability to translate complex information
- Excellent time management and organisational skills with the ability to handle multiple projects simultaneously while adhering to deadlines
- Demonstrated problem solving skills and the ability to identify and analyse emerging opportunities with respect to communications needs.
- Experience in other areas of communications including social media and media relations
- Demonstrated understanding and commitment to Victorian Aboriginal health, Aboriginal culture, and the philosophy and practice of Aboriginal Community Control.
- Demonstrated ability to work with Aboriginal organisations, communities and individuals in culturally appropriate ways as well as mainstream health organisations.
- Demonstrated capacity to manage sensitive information, maintain confidentiality and remain impartial at all times.
- Self-motivated and demonstrated ability of working independently with minimal supervision, and as an effective team member, promoting cooperation and commitment to achieve goals.
- A flexible approach, with strong organisational and planning skills, including the ability to effectively manage time and workload, prioritise tasks, and meet changing circumstances, competing demands, interruptions and deadlines.
- Demonstrated proficiency and experience using Microsoft applications (e.g. Microsoft Word, Excel, Outlook) combined with a high level of accuracy and attention to detail.

Desirable

- Identifies and Aboriginal and/or Torres Strait Islander
- Tertiary education and/or equivalent professional experience in campaigns and communications.

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Position Description Acceptance

I have read and, understood the above Position Description and agree to carry out the duties listed in my position description.

SIGNED by the EMPLOYEE

.....
Signature: Name: Date:

SIGNED by the MANAGER

.....
Signature: Name: Date:

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