



## Position Description

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

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### 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, Media & Marketing, Communications, 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 – Media Advisor will support the Strategic Communications Manager, Communications and Digital Services team activities, and is primarily responsible for media requests, relations and advice, preparing media releases, editorials, media kits, key messages and talking points, facilitating media training, monitoring media and proactively identifying media opportunities. In addition, the role will support the development of multimedia products including video, podcasts and photo, and other communications projects and areas as needed including social and digital media.

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## Key Responsibilities

- Develop, coordinate and deliver media plans to raise profile of organisation initiatives
- Facilitate, prioritise and provide advice on media and speaking engagement requests
- Prepare media releases, editorial pieces, key messages and talking points
- Facilitate media training and prepare talent ahead of media interviews / events
- Monitor media landscape to identify media and campaign opportunities and potential risks
- Crisis media support and facilitation during major events
- Develop and maintain relationships with a range of media and stakeholders
- Support the development of multimedia products including video, podcasts and photo
- 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.

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- 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.
- 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.
- Skills and experience developing and implementing proactive and reactive media plans
- Ability to respond to, facilitate and prioritise media requests within a timely manner
- Ability to identify and pitch media opportunities relevant to the organisation
- Preparing media releases, editorials, media kits, key messages and talking points
- Experience providing media training and support to CEOs and staff of all levels
- Experience developing and implementing media and communications plans
- Working experience and knowledge of other media types including social media and multimedia
- Exceptional writing, editing and verbal skills, and ability to translate complex information
- Ability to work in high-pressure environments with competing priorities
- Strong attention to detail and the ability to deliver quality work to tight deadlines.
- 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 as Aboriginal and/or Torres Strait Islander
- Tertiary education and/or equivalent professional experience in media and/or 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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