

POSITION DESCRIPTION

Communications and Engagement Coordinator

Positive Women Victoria (PWV) is Australia's only community-based organisation specifically funded to support and empower women living with HIV. The organisation does this through the provision of peer support, information, referral to services, practical support and advocacy. Recognising the impact gender has on the way women experience HIV for over 30 years, PWV has responded to the changing needs and emerging issues of Victorian women living with HIV.

About the role

The Communications and Engagement Coordinator works within the small team at Positive Women Victoria to communicate with and engage with our members and clients, and our stakeholders so that:

- women who are members and clients of the organisation are receiving effective and informed communications
- members and women living with HIV are aware of Positive Women Victoria events, activities, projects, and opportunities for one-on-one, small group and larger group peer support
- PWV maintains a strong, vibrant and healthy relationship to stakeholders, including organisations that may also be supporting women living with HIV in Victoria.

The Communications and Engagement Coordinator, reporting to the Executive Officer and in consultation with the peer support team, helps achieve this by:

- producing regular electronic Direct Mail (eDM) communication
- managing the day-to-day updates of the organisation's website
- maintaining the organisation's database
- organising, coordinating and supporting guests at PWV events
- helping to develop a diverse calendar of member and client support opportunities that appeal to a diverse range of women, and which have strong foundations to promote health and wellbeing
- overseeing the production of the organisation's news magazine twice per year, and
- promoting PWV activities and events, and sharing information relevant to women living with HIV through social media.

This is a diverse role requiring high-level communication skills, excellent writing skills, excellent interpersonal skills, skills in writing for various audiences, the ability to plan and manage events, the ability to oversee publication and design, and strong skills in social media. Also essential is the ability and willingness to work consultatively and constructively with a small team.

This is a varied role where empathy, flexibility and initiative are essential.

This is not a peer-based role. However, Positive Women Victoria welcomes and encourages applications for this position from women who are living with HIV.

Key Duties

- Work with the Positive Women Victoria Executive Officer and Peer Support team to maintain and develop the organisation's brand, and help identify opportunities to promote the work of the organisation by writing and delivering regular member communications and events
- Manage the organisation's website, including regular updates of news and content, copywriting for web, content updates and stories, ensuring the website is responsive to the needs of members and the organisation
- Working with the Board, Executive Officer, and Positive Women Victoria peer support team, maintain a regular annual diary of events and develop new and fresh opportunities for positive women to meet, socialise and receive peer support
- Coordinate member and stakeholder events, including identifying and, where instructed, booking venues; managing registration processes; organising catering, coordinating transport and logistics; (e.g. developing invites, run sheets and program schedules), whilst ensuring all member communications conform to the highest degree of privacy protection
- Maintain and regularly update the organisation's social media presence, reviewing suitable news and ensuring women living with HIV are provided with health and wellbeing information and informed of opportunities for engagement
- Create, write and deliver regular eDM communications to members by creating monthly newsletters (3-4 stories per edition) which include links to recent stories from members or women living with HIV, current health trends and treatments, and invites to member and/or partner events.
- Assist in the maintenance of the member contacts database and ensure members, clients and stakeholders are receiving communications through their desired method of contact.
- Manage and maintain stakeholder organisation details to facilitate communications.
- Capture, analyse and evaluate data about member engagement and individual activities, to inform ongoing activities and provide advice on member engagement
- Coordinate the production of health promotion resource materials and marketing collateral (including image acquisition, copywriting, research, layout, proofreading), the Annual Report, member newsletters and organisational resources according to the work plan.
- Assist the Executive Officer with the preparation of specific project grants proposals and budgets, and other documents to support the communications and health promotion activities and aims of the organisation
- Investigate and implement new opportunities for delivering health promotion messages and communications to members using new technologies such as animation, video, podcasting, and online options such as live or recorded webinars
- Manage distribution lists for printed materials, including managing the bulk mailouts of the above three materials, as well as ad-hoc mailout, using the PWV database
- Maintain working relationships with external contractors, designers, printers, photographers, IT consultants and web agencies, partner organisations, steering committees and members to deliver the above projects
- Support the activities of the Board as directed by the Executive Officer, including assisting with the organisation of Board meetings, and the promotion of Annual General or Special General meetings
- Work with the Executive Officer and the Peer Support team to deliver on the organisation's strategic goals

- Participate in relevant training activities
- Participate in member engagement / events subcommittee of the Positive Women Victoria Board
- Other duties as delegated by the Executive Officer.

CRITERIA FOR THE ROLE

Desirable

- A qualification in a relevant field such as journalism, communications, or marketing
- Experience in a similar paid role within an organisation with similar size, scope or goals, such as a health organisation, a community-based organisation
- A high level of knowledge and understanding of website management and management of social media
- Experience in managing a database or CRM
- Events management experience
- An understanding of health issues that can affect women, including women living with HIV.
- Skills in communications and design programs e.g. Adobe Creative Suite or similar

Essential

- Excellent written and oral communication skills
- Ability and willingness to communicate effectively with a wide range of people, including people with cultural and linguistic diversity, diverse life experience, and diverse sexual or gender identification
- An ability to work quickly and to deadline
- Project management or project leadership experience
- Experience with managing and writing for online and electronic forms of communication including websites and social media
- Ability to handle complex information strategically, such as would be entailed in managing a membership, client and stakeholder database
- A wide experience of and capability in computer use for communications
- Ability to exercise leadership and initiative while respecting the fact that the organisation works as a team
- An ability to work sensitively and collaboratively in a small membership organisation
- An understanding of the centrality of confidentiality in the client setting

POSITION DETAILS

Title	Communications and Engagement Coordinator
Classification	Social, Community, Home Care and Disability Services Industry (SCHCADS) Award – Level 4
Organisation	Positive Women Victoria
Location	This position is based at Coventry House, Coventry Street, Southbank, and other locations as required

Employment Type	Part-time 3 days per week Some flexibility is required in order to attend work-related activities outside hours. Time in lieu is offered for work outside regular hours. The appointment is subject to the successful completion of a three-month probation period.
Salary	The position is remunerated under the SCHCADS Award (Level 4) + 9.5% superannuation. Salary packaging is available.
Further Information	kirsty@positivewomen.org.au
Reports to	Executive Officer, Positive Women Victoria