



Communications Officer

Position Description

Context

Multicultural Centre for Women's Health (MCWH) is a national, community-based organisation which is led by and for women from migrant and refugee backgrounds. We are committed to advancing the health and wellbeing of migrant and refugee women, through research, leadership, education and advocacy: our experiences, our stories and our voices.

MCWH works together with migrant and refugee women, community organisations, health practitioners, employers, communities and governments to build and share knowledge, achieve equity and improve health and wellbeing for migrant and refugee women.

The purpose of the Communications Officer position is to support the implementation of MCWH communications strategies and action plans through content development, layout and social media engagement.

Position objectives

To conduct day to day communications in line with communications strategies and plans and to support core advocacy campaigns and activity.

Organisational relationships

Internal

The Communications Officer reports directly to the Communications Manager.

External

Relevant federal, state and local government departments; partner organisations, national, state and regional service delivery and policy bodies; media; community organisations.

Extent of Authority

Day-to-day implementation of communications and marketing activities.

Key Responsibilities

Communications Strategy and Planning

- Develop consistent templates for the use of MCWH staff in promotional activities.

Communications activity

- Develop content and layout for the following MCWH communications material:
 - MCWH e-newsletters (WRAP, Multilingual Resources)
 - MCWH social media (Facebook, Instagram, Twitter, LinkedIn)
 - MCWH website
 - MCWH program and event planning and promotion
 - MCWH annual report
- Develop innovative marketing, communications, and media collateral for diverse audiences (government, academic, service providers and peaks) and channels

Media engagement

- Maintain a media database and records of media coverage, and collate analytics and metrics

General (Responsibilities carried out by all staff)

- Prepare articles for publication or presentation as required
- Participate in planning, development and evaluation of the organisation
- Develop a regular work plan and participate in regular performance appraisal and professional development
- Prepare work reports as required
- Participate in ongoing roster systems
- Other duties consistent with the role and as negotiated with the Executive Director.

Selection Criteria

Essential

- Relevant qualifications in communications, marketing or a related field
- Over 2 years' experience in a communications role
- Good understanding of migrant and refugee women's health and gender equality from a feminist, intersectional perspective.
- Strong creative and publication skills, including using formatting and design in software such as Canva, Photoshop, and inDesign.
- Familiarity with a range of software, online platforms and social media apps (google docs, Microsoft suite, wordpress, CRMs, Eventbrite/humanitix)
- Experience using social media platforms for a variety of audiences
- Highly developed communication skills, and experience communicating with organisations and individuals of varying backgrounds
- Experience writing for a wide range of audiences including media, policy makers, speakers new to English, and the general community
- Demonstrated experience successfully promoting programs and events.

Highly Desirable

- Fluency in a relevant community language.
- Victorian drivers licence.

Special Requirements

- Some evening or weekend work may be required from time to time
- Rural or interstate travel may be required from time to time.
- A hybrid working from home/office arrangement can be negotiated.

Salary & conditions

- 0.4 EFT
- SCHADS Award Level 5
- Other benefits:
 - Salary packaging-tax benefit of up to \$30,000 (grossed-up)
 - Meal entertainment program
 - Above-award leave entitlements as outlined in MCWH EBA.

Period of appointment

Permanent appointment, pending successful completion of a 3-month probationary period.