

Position Description

Position title:	Digital Communications Officer, the Prevention Centre
Date established:	January 2021
Reports to:	Communications Manager, The Australian Prevention Partnership Centre
Direct reports:	Nil
Employment status:	Part time (0.8 FTE preferred, however, may consider 0.6 FTE)

Background

The Sax Institute is an independent, not-for-profit organisation that improves health and wellbeing by driving better use of evidence in policies, programs and services.

The Institute has an international reputation as an Evidence Specialist, and nearly 20 years' experience in translating research findings into policy drawing on our own expertise as well as that of our more than 50 member organisations. We work with governments, health organisations, research organisations and a network of experts nationwide to analyse policy problems and find the best evidence-based solutions.

Program Area – The Australian Prevention Partnership Centre



The Australian Prevention Partnership Centre (the Prevention Centre) was established in June 2013 as a national collaboration to find and promote new ways to prevent Australia's greatest health challenge: the epidemic of lifestyle-related chronic diseases.

We conduct internationally significant research to accelerate the prevention of chronic disease. Our goal is to achieve sustainable, evidence-based, whole of system solutions and arm governments and health decision makers with the best evidence that will lead to people avoiding chronic disease and staying out of hospital.

We work in partnership across multiple research institutes, the private sector and government agencies, both in and outside of health, in every state and territory to develop and promote the evidence and tools to effect change. The Sax Institute administers the Prevention centre program.

Purpose of position

The Digital Communications Officer position sits within the Prevention Centre, based in the Glebe office in Sydney. The position is integral to the Centre delivering high-quality communications to our various audiences. Download a factsheet on Communications at the Prevention Centre [here](#).

The successful applicant will have excellent writing and editing skills and be proficient at devising and producing a variety of communications for a mix of audiences. Experience in digital communications and the ability to bring innovation to our online communications is essential.

The Digital Communications Officer will help develop and be responsible for implementing the Prevention Centre's digital strategy, ensuring that the Centre's reputation is safeguarded and maintained, and its research is promoted to target audiences in an efficient, effective and timely manner.

Key accountabilities	Performance expectations
<p>Contribute to strategic direction to achieve the Prevention Centre's mission</p>	<ul style="list-style-type: none"> • Devise ideas for, and execute, digital communications campaigns • Monitor performance of digital communications channels against established benchmarks, and prepare analytic reports as required • Protect and enhance the Centre's reputation by ensuring a professional, consistent and authoritative presence online, in social media, the website and designed documents, which successfully promotes and communicates the Institute's work to target audiences
<p>Develop and maintain content for multiple audiences and channels</p>	<ul style="list-style-type: none"> • Contribute to the production of and upload dynamic and timely content across all digital communications channels that is brand-appropriate and suitable for target audiences: <ul style="list-style-type: none"> ○ Manage the Centre's website preventioncentre.org.au and upload new content as required using WordPress ○ Manage and organise updates and improvements to website functionality as required ○ Create, schedule and upload social media content (including Twitter, LinkedIn, YouTube and Whooshka) ○ Prepare and send electronic direct messages (EDMs) as required, using Campaign Monitor ○ Own and manage multimedia projects, including end-to-end production and editing of audio and video content suitable for use on websites and social media ○ Produce visual assets (including photo-editing/optimisation) ○ Produce text content (news, social posts etc.) ○ Provide communications support and advice on communications best practice for internal and external stakeholders, including for Prevention Centre events. • Provide graphic design services, including editing images for digital channels and smaller design work as required
<p>Create and upkeep content</p>	<ul style="list-style-type: none"> • Observe the Centre's policies procedures and promote adherence among the Centre's stakeholders, including the Authorship and Publications Policy, Editing and Branding Guidelines • Oversee and curate social media accounts, Twitter and LinkedIn • Undertake regular reviews of website content to ensure currency
<p>Source images</p>	<ul style="list-style-type: none"> • Source, edit and publish images from open source/paid content libraries • Understand sensitivities around public health issues for image selection
<p>Monitor and evaluate channels and campaigns</p>	<ul style="list-style-type: none"> • Using Google Analytics and Google Search Console, design reports to collect insights
<p>Monitor media</p>	<ul style="list-style-type: none"> • Undertake weekly media monitoring around chronic disease prevention and associated topics
<p>Oversee supplier relationships</p>	<ul style="list-style-type: none"> • Liaise with suppliers as required, such as web developers, photographers, videographers, etc., sourcing quotes, setting timelines and ensuring quality control.

Qualifications, Skills, Experience and Personal Attributes - Selection Criteria

Essential

To be successful, the Digital Communications Officer should demonstrate the following technical and behavioural competencies:

- Tertiary qualifications in communications
- At least five years' experience in a communications role
- Demonstrated high-level writing and editing skills, with proven ability to communicate complex ideas in an engaging and readable way
- Proven ability to implement, monitor and evaluate a social media strategy
- Highly proficient with WordPress, Windows 10, Adobe Creative Cloud, EDM programs such as Campaign Monitor, and social monitoring apps, such as Hootsuite
- Ability and resilience to adapt to rapidly changing circumstances
- Passion and energy for a busy communications team environment
- Identify with the Centre's values of collaboration, independence, innovation and respect

Desirable

- Experience in health writing, editing and communications/publications
- Hands-on experience in leading social media strategy and implementation
- Experience in podcast production
- Demonstrated understanding of, and interest in, public health

Challenges

- Understanding and communicating a complex research program
- Juggling competing demands and priorities
- Working in a complex collaborative research-policy-practice environment
- Engagement with diverse stakeholder groups

Key stakeholders and relationships

- Communications Manager
- Science Communications Adviser
- Prevention Centre Coordinating Centre members
- Researchers, policy makers within the Centre's Research Network

Key meetings/committees/working groups (that this role must be a part of)

- Weekly team meetings
- Six-monthly planning sessions
- Weekly Communications meetings
- Special events such as conferences, workshops, seminars, and webinars.