

Communications and Engagement Manager

This isn't just a funky workplace! We are in the serious business of transforming the health system so that it better serves the people it was built for. And that requires super-human powers.

Our weapons of choice include skills based training, performing arts, and social media. Our super-powers include mediating crowd conversations, extracting behavioural insights from white noise, agile project management and using human centred design to create solutions for people not institutions.

Right now we are looking for someone to join our growing team of troublemakers. Of course we're interested in your expertise (we expect you to be awesome at strategic planning, communications, communication and media PR) but we're more interested in your self-critical awareness, empathy, enthusiasm and ability to make us slap our foreheads and shout "Now why didn't I think of that?".

Respectful, transparent, communicative, collaborative, accountable are not aspirational, just business as usual. So what distinguishes us as a team?



Fearless Flying

We don't micro manage – we assume you know what you're doing and that if you don't you'll work it out.



I've Got Your Back

We set you up to over achieve and help you up when you stumble



No Surprises

Failure isn't an option. It's a necessity. Just learn from it don't cover it up.



"BOOM"

If it's not fixed – we will break it. And build something that does work.

We know we're not the right option for everyone but we're only looking for the exceptional.

So if you believe you have an X-factor and can live up to our expectations, send your CV and a cover letter (by 22 April) starting with "*My super-power is...*" and ending with "*Boom*".

Send to careers@hic.org.au; attention Kate Mohay.

For more specifics, please see the attached Position Description.

Salary packaging benefits available when you join this amazing not-for-profit organisation.

Job title	Communications and Engagement Manager (CEM)
Work Type	Full time or Part Time (4 days/week); 12 Month Fixed Term (with possible extension)
Reports to	CEO
Location	Melbourne CBD

JOB OVERVIEW

The role will have responsibility for strategic planning (in conjunction with the CEO) and execution of external communications including consumer engagement and media PR across all channels and platforms.

KEY RESPONSIBILITIES

- To integrate the use of communication and digital engagement tools (including Videography, Social Media and website) for public consultation on matters of consumer health.
- To assist the CEO in repositioning HIC as the leading Australian innovator and practitioner of consumer engagement.
- To develop a PR strategy to consolidate HIC as the primary reference point on consumer health perspectives.
- To demonstrate a clear understanding of HIC's vision and strategies and to operationalise those strategies.
- To provide communications and marketing expertise for other HIC programs as required.
- To develop social media and videography capabilities as profitable business services.

SPECIFIC DUTIES

- To implement (and develop further) HIC's communications and digital strategy by integrating all HIC communications platforms including Social Media, digital consultation and other collaborative tools;
- To, develop and manage an ongoing digital strategy aligned with HIC's vision and strategic plans, including all media platforms (web, Facebook, Twitter, Linked-In etc) ,multi media content development (e.g. video), and a diverse suite of engagement tools
- To manage in-house video production and the prioritisation of video services for internal and external clients
- To develop a governance framework for HIC (and its clients) in the use of social media and other user generated content

KEY COMPETENCIES

Specialist skills and knowledge

- Broad marketing experience at a leadership level (preferably 3 years or more) including proven capacity to develop, implement and monitor effective marketing strategies (with the CEO) that support the achievement of HIC objectives.
- Demonstrated high level written skills, including the ability to prepare high quality content for website, media releases, marketing and promotional material and other communication products for print and digital media.
- Knowledge of contemporary marketing and communications practices including demonstrated experience in implementing digital marketing strategies across website and social media platforms.
- Experience in developing new marketing ideas/strategies.
- Ability to analyse functional and technical communications requirements and to recommend appropriate and cost effective solutions for medium and long-term investment

Professional

- Familiarity with all or at least most of the following disciplines: Consumer marketing/engagement, content development (including journalism and promotional material), media/PR, report writing and tender applications.
- Sufficient knowledge of each discipline to effectively manage specialist subordinates/consultants (eg social media officer, PR consultant).
- Highly developed project and time management skills, with the ability to set priorities, and plan and deliver quality outcomes for complex tasks to schedule and budget
- Demonstrated use of IT & digital skills; Intermediate to advanced Microsoft Office skills (Word, Excel, PowerPoint and Outlook) and familiarity with digital technology including web-site and social media platforms.
- Advanced analytic skills to maximise and measure impact of all initiatives

Management

- Well-developed stakeholder relations skills and demonstrable experience in working effectively with a range of internal and external stakeholders.
- Ability to manage staff.
- Demonstrated ability to provide support and advice to senior and peer staff.
- Ability to work independently and take responsibility.
- Demonstrated capacity to work as a member of a team in a collegial manner.

Interpersonal and communication skills

- Strong self-motivation and flexibility.
- Confident, decisive and enthusiastic.
- Proven problem solving skills.
- Strong interpersonal skills, including the ability to listen effectively.
- Positive attitude and ability to contribute to the work of a team.

NICE TO HAVE, but NOT ESSENTIAL

- Understanding of, or experience within, the consumer health issues sector.