

## POSITION DESCRIPTION COMMUNICATIONS AND ENGAGEMENT MANAGER

### 1. OVERVIEW

<b>Position:</b>	<b>Communications and Engagement Manager</b>
<b>Employment status:</b>	This position is a permanent part-time role (4 days per week, 0.8 FTE), with a six month probationary period.
<b>Reporting &amp; relationships</b>	Reports to the CEO and is a member of the Management Team. Manages the in house digital communications officer and external suppliers.
<b>Remuneration:</b>	Commensurate with responsibilities and experience, with generous terms and conditions and access to the benefits of salary packaging. A mobile phone will be provided.
<b>Location:</b>	The position is based at LiverWELL, 15 Gracie St, North Melbourne with flexibility to work from home by agreement.

### About LiverWELL

LiverWELL is a not-for-profit community-based organisation and for over 30 years we have been working to eliminate viral hepatitis in Victoria. Our ambitious new long-term strategy builds on this critical work and broadens our scope to improve liver health outcomes for all Australians. With increasing mortality and morbidity rates, liver cancer is the fastest growing cause of cancer death in Australia. The condition is poorly understood, and many people do not receive a diagnosis until it is too late. But if diagnosed early, liver disease is curable, and cancer can be prevented.

LiverWELL works with a broad spectrum of community, health sector, research, and government organisations to:

- Raise awareness of liver disease and help prevent the transmission and impact of viral hepatitis by increasing community awareness, developing sector capability, and fighting stigma and discrimination
- Improve access and referral to quality information, care, treatment and support especially for vulnerable and at risk communities
- Support people with lived experience of viral hepatitis and liver disease to actively participate in solutions, ensuring that their voice informs responses to viral hepatitis and liver disease
- Advocate, collaborate and mobilise collective action to eliminate viral hepatitis and drive a stronger response to the challenges of viral hepatitis and liver disease in our community.

### Our Vision

Liver Health for all

### Our Values

- **Respect:** We respect all people affected by viral hepatitis and liver disease, working always to promote their dignity and to challenge stigma and discrimination
- **Inclusion:** We seek to understand and value the diverse circumstances and cultures of the people and communities with whom we work
- **Collaboration:** We work in partnership with those affected by liver disease, and with others who share our values and aims
- **Impact:** We strive for maximum impact, building on evidence, being innovative, and driving change to achieve better liver health

## 2. POSITION PURPOSE

LiverWELL's ambitious new strategy expands our scope from viral hepatitis elimination to incorporate the urgent action needed to address the significant growth in the incidence of liver disease, which has been described as a silent epidemic. With 1 in 4 Australians affected, this will require us to evolve and mature our communications approach to become an influential advocate, mobiliser, and convener. This role will also ensure that our communications reflect the consumer voice and consumer experience.

The Communications and Engagement Manager will play a key role in this evolution and will ensure the development, delivery and evaluation of LiverWELL's strategic communication, engagement and awareness raising objectives.

You will create and deliver powerful stories tailored to engage a broad range of stakeholders, from people with lived experience of liver disease to researchers, clinicians, community organisations and funders. You will be responsible for growing LiverWELL's external profile through traditional, digital and social media.

Working with the Health Promotions team you will provide creative and communications support to increase awareness of hepatitis and liver disease, especially for at risk and vulnerable communities experiencing stigma and discrimination.

You will support the CEO with strategic communications and advocacy support.

## 3. KEY RESPONSIBILITY AREAS

### ***Communications and engagement***

- Develop, implement, and evaluate an integrated communications and engagement plan including campaigns, social media, PR, events and materials to support the delivery of our strategic outcomes
- Develop and maintain communications calendar to leverage key events and activities, such as World Hepatitis Day and World Liver Day, scheduling regular newsletters, media stories and social media
- Develop/manage development of content such as stories, podcasts and videos
- Respond promptly to developments in public debate relevant to viral hepatitis and liver health
- Support the CEO with strategic messaging and advocacy including support for external presentations, and speaking engagements
- Identify and generate opportunities in multiple media platforms (including online, digital, print, broadcast) to increase awareness of viral hepatitis and liver health
- Coordinate development and production of health resources in collaboration with health promotion team ensuring materials are appropriately medically referenced and/or translated where relevant.
- Coordinate production of organisational documents such as the Annual Report and regular digital/electronic and print newsletters
- Provide regular reports for team, CEO and Board on performance against targets

### ***Brand***

- Develop, implement, and evaluate an ongoing brand, marketing and promotional strategy as part of the overarching communications and engagement plan.
- Provide leadership, advice and support to strengthen brand awareness and recognition

### ***Website and LiverWELL App***

- Review website to identify and prioritise enhancements, and ensure regular updates of website for content and functionality to deliver optimal user experience and visibility; manage external suppliers
- Provide guidance and support to the Digital Communications Officer in developing and delivering online communications and social media to increase engagement, including the capacity for external audiences to create content and to share experiences.
- Manage the ongoing development and reach of the LiverWELL app, including supplier contract management
- Manage communication campaigns and relationships with marketing, media and advertising agencies

### **Events**

- Identify opportunities for LiverWELL to participate/present at conferences and events (national and international)
- Develop and maintain calendar of key dates, events for Board to facilitate participation and support

### **General**

- Collaborate and participate as an active member of the Management Team to enhance the organisation's profile and reach
- Participate in regular staff meetings, orientations and other staff and public events as required
- Demonstrate commitment to LiverWELL's values
- Abide by Hepatitis LiverWELL's policies and procedures
- At all times, maintain confidentiality of information about service users, members, staff, volunteers and other personnel.

## **KEY SELECTION CRITERIA**

### **Essential**

- Relevant tertiary qualifications in communications, public relations and media, with five or more years' experience in broad communications, public relations and/or marketing roles
- Outstanding written and oral communication skills with ability to create compelling content and stories tailored to engage diverse audiences and for a variety of purposes.
- Creative and innovative, with demonstrated ability to deliver enhanced user experience
- Proven experience in increasing and sustaining engagement across multiple channels including the facilitation of input and sharing of information by users, on often personal and sensitive topics
- Proven experience in brand development and implementation of marketing and awareness raising campaigns using a variety of media
- Strong project management skills, including budget development and management, and reporting
- Comfortable managing multiple projects and priorities
- Highly developed interpersonal skills with the ability to build networks and collaborate with diverse stakeholders
- Demonstrated growth mindset; loves identifying improvements, crafting solutions, and innovating
- Resourceful and flexible, thrives working as part of a small, passionate team

### **Desirable**

- Experience in health, community services or the not-for-profit sector
- Ability to access and leverage off an established network of media contacts
- Ability to develop an in-depth understanding of the complexities of viral hepatitis and liver disease.