

Community Engagement Officer

This position works under general direction from senior management in the communications area that includes event and activity promotions, coordination of web, video and social media content. This position requires a high level of knowledge and skills in these areas to achieve organisational goals.

This Officer will be able to apply their communications knowledge and skills in establishing procedures across the agency. This position demands the application of knowledge that is gained through qualifications and/or previous experience. In addition, this Officer will be required to set priorities, monitor workflows and establish work plans in their area of responsibility.

This position is required to provide expertise and advice in social media and digital communications generally and in particular communications work associated with health promotion activities and event promotions.

This position is expected to set priorities, plan and organise their own work, and in liaison with the Senior Communications Officer, establish the most appropriate operational methods for the organisation with regard to media liaison, event and activity promotion and sector-wide communications issues. In addition, interpersonal skills are required to gain the co-operation of sector partners and key influencers across the HIV sector in Victoria, nationally and internationally.

Responsibilities and Duties:

- Contribute to Living Positive Victoria's increasing focus on, and delivery of, digital communications over web, video and social media platforms.
- Support facets of the communications program including design and layout of publications/displays and editing.
- Conceptualise, plan and research news, articles and stories affecting a wide audience including:
 - approaching stakeholders and content producers
 - preparation of detailed briefs for writing contributions
 - providing substantive content editing
 - liaising with and providing feedback and ideas for visual and design content with staff and designers
- Website maintenance and liaison with developers for design, layout, publication and editing of content.
- Research, write, edit and upload content to web, social and e-news platforms.
- Maintenance of digital library.
- Preparation of media and promotional materials for distribution.
- Research and compilation of monthly reports on electronic media data.

- Undertake analysis/design for the development and maintenance of communication projects.
- Provide reports on progress of communication activities including recommendations.
- Undertake publicity assignments within the framework of the organisation's publicity and promotional activities.
- Undertake duties that require knowledge of procedures, guidelines and/or statutory requirements relevant to the organisation.
- Exercise a high level of interpersonal skills in dealing with the public and other organisations.

Position Details

Title:	Community Engagement Officer
Classification:	Social and Community Services Employee Level 5
Organisation:	Living Positive Victoria
Work Location:	Coventry House, Ground Floor, 95 Coventry Street, Southbank, Victoria 3006
Position Number:	COM ENG_LPV
Employment Type:	0.6 EFT (22.8 hours per week)
Salary Range:	SCHCADS Award - Level 5.1 \$84,854.12 per annum pro-rata (\$42.94 per hour) exclusive of superannuation. Salary Sacrifice Available
Further Information:	David Westlake 0411053113 dwestlake@livingpositivevictoria.org.au
Position reports to:	Senior Communications Officer
Date of Creation	August 2021

Living Positive Victoria

Living Positive Victoria is a not for profit, community based organisation representing all people living with HIV in Victoria since 1988 and is committed to the advancement of human rights and wellbeing of all people living with HIV.

Living Positive Victoria works closely in partnership with a range of HIV-sector and other organisations to deliver a comprehensive and coordinated response to the needs of PLHIV in Victoria, nationally and internationally.

Our Vision

Living Positive Victoria shares the vision of the National Association of People with HIV Australia of a world where people living with HIV live their lives to their full potential, in good health and free from discrimination.

Our Mission

Living Positive Victoria is a community-based organisation that works to advance the human rights and wellbeing of people living with HIV. Our mission is to enable and empower all people affected by and living with HIV in Victoria to be part of the response that seeks an end to the HIV epidemic.

Our Principles

Our organisation is founded on, and guided by, the following core principles:

Human Rights

Living Positive Victoria rejects all forms of arbitrary discrimination against people living with HIV, and works towards the elimination of HIV stigma.

Health Promotion

Living Positive Victoria is a health promotion organisation, enabling and empowering the health of people living with HIV by creating an environment in which individuals can realise their aspirations, meet their needs and participate in society.

PLHIV Involvement and Engagement

People living with HIV have a right to be directly involved in the response to HIV in Australia, as declared in the greater involvement and meaningful engagement of people living with HIV (UNAIDS GIPA/MIPA Principle). We provide leadership to the HIV response, informed by the experience of living with HIV.

Inclusion

Living Positive Victoria represents all people living with HIV in Victoria, regardless of gender, sexuality, age, disability, ethnic group or national origin. We work to unite all people living with HIV in our common cause.

Partnership

Living Positive Victoria works in many different partnerships with other organisations and individuals to advance the common goal of improving the lives of people living with and affected by HIV.

Excellence

Living Positive Victoria is a model employer and employs best practice in all that we do and values good governance, teamwork, integrity, ethics and innovation.

Evidence and Evaluation

Evidence is used to guide decisions about interventions and Living Positive Victoria consistently evaluates the effectiveness of interventions in terms of their impact as advocated by the Victorian Public Health and Wellbeing Act 2008.

Diversity Statement

The Board, staff and volunteers of Living Positive Victoria are committed to equal opportunities and welcome the participation from appropriately qualified people from all sections of the community on its Board of Directors and among staff and volunteers.

We attach importance to the diversities of gender identification, age, sexuality, socioeconomic background, differently abled and those from culturally and linguistically diverse backgrounds and importantly the diversity of lived experiences of people living with HIV on the Board of Directors and among staff and volunteers.

We are committed to the greater involvement of people living with HIV and welcome meaningful participation from HIV affected communities on our governance, staffing, volunteer and community structures

Key Selection Criteria:

Knowledge and Skills	
Written Communication	<ul style="list-style-type: none"> • Prepares complex briefs, letters, emails and reports using clear, concise and grammatically correct language • Edits written communications to ensure they contain the information necessary to achieve their purpose and meet audience needs • Ensures appropriate style and formats are used
Verbal Communication	<ul style="list-style-type: none"> • Confidently conveys ideas and information in a clear and interesting way • Clearly understands the target audience and the objectives of the communication • Uses feedback to refine and ensure communications are understood • Handles difficult and sensitive communications well
Stakeholder Management	<ul style="list-style-type: none"> • Identifies issues in common for one or more stakeholders and uses to build mutually beneficial partnerships • Identifies and responds to stakeholder's underlying needs • Uses understanding of the stakeholder's organisational context to ensure outcomes are achieved • Find innovative solutions to resolve stakeholder issues

Problem Solving	<ul style="list-style-type: none"> • Seeks all relevant information for problem- solving • Analyses issues from different perspectives and draws sound inferences from information available • Identifies and proposes workable solutions to problems • Implements solutions, evaluates effectiveness and adjusts actions as required
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Personal Qualities	
Creativity and Innovation	<ul style="list-style-type: none"> • Generates new ideas and draws on a range of information sources to identify new ways of doing things • Actively influences events and promotes ideas • Translates creative ideas into workplace improvements • Reflects on experience and is open to new ways to improve practice
Detail Focus	<ul style="list-style-type: none"> • Observes fine details and identifies gaps in information • Looks for logical sequences of information • Highlights practical considerations of plans and activities
Relationship Building	<ul style="list-style-type: none"> • Establishes and maintains relationships with people at all levels • Promotes harmony and consensus through diplomatic handling of disagreements • Forges useful partnerships with people across business areas, functions and organisations • Builds trust through consistent actions, values and communication • Minimises surprises
Initiative and Accountability	<ul style="list-style-type: none"> • Proactive and self-starting • Seizes opportunities and acts upon them • Takes responsibility for own actions

The following criteria are required to perform the duties and responsibilities of this role:

Skills, knowledge, experience, qualifications and/or training

- An understanding of social media platforms, online communications software and the ability to work within a communications framework that exemplifies best practice.
- Demonstrated ability to develop innovative and creative digital content across the web, video and social media content, including use of Adobe Creative Suite.

- Experience in event promotion.
- Ability to relate to a wide range of stakeholders including people living with HIV, government, non-government organisations, media and the corporate sector.
- Demonstrated ability to produce high quality communications.
- Knowledge of Living Positive Victoria's purpose and programs.
- Knowledge of the health promotion, community development and social justice issues impacting upon HIV, STIs, and viral hepatitis.
- Comprehensive knowledge of requirements relevant to working in a community services organisation.

Prerequisites

- Relevant degree with one year's relevant experience.
- Associate diploma with two years' relevant experience.
- Lesser formal qualifications with substantial years of relevant experience; or
- An equivalent level of expertise and experience attained through service and/or study.

Living Positive Victoria is a Child Safe organisation and has zero tolerance policy to child abuse.

Employment is subject to a Working with Children Check and a satisfactory National Police Check.