



**WOMEN'S HEALTH
IN THE NORTH**
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Call for Expressions of Interest: Communications Consultant – Digital

General Information	Organisation	Women's Health In the North (WHIN)
	Role	Communications Consultant – Digital
	Expected Hours	Up to 12 hours per week
	Exemption	EOE H191-2017 – this position is only open to females and people whose gender identity is female (referred to as 'women').
	Location	Women's Health In the North (WHIN) 680 High St, Thornbury, Victoria, 3071 Flexible working arrangements are available, as negotiated with the Communications Coordinator
	Reports to	Communications Coordinator
Organisational Context	<p>WHIN is the women's health promotion and advocacy organisation for the northern metropolitan region of Melbourne (NMR). WHIN is a not-for-profit member-based organisation committed to improving the health, safety and wellbeing of women and gender diverse people.</p> <p>WHIN works to eliminate gender inequalities and improve the health, safety and wellbeing of women and gender diverse people. We do this through leadership, advocacy, training, research and strategic partnerships.</p>	
Position Summary	Key Objective	<p>Guided by the Communications Coordinator, the Communications Consultant – Digital:</p> <ul style="list-style-type: none"> • Develops, writes, updates and monitors content for the WHIN website and WHIN social media platforms • Assists the Communications Coordinator on other communications tasks as required.
Key Result Areas	Marketing and Communication	<ul style="list-style-type: none"> • Develop, write and update WHIN website content in association with Communications Coordinator and as required • Develop content for WHIN's social media platforms in association with the Communications Coordinator and sometimes with input from staff working on WHIN's priority

		<p>areas. (Platforms include Facebook, Instagram, LinkedIn, Twitter and YouTube)</p> <ul style="list-style-type: none"> Analyse and report on communication activity including analysis of website and social media engagement as required by Communications Coordinator.
	Support Quality Communications	<ul style="list-style-type: none"> Ensure that all digital communications, including WHIN website and social media, align with the WHIN Communications Style Guide
	Collaboration, Teamwork and Organisational Development	<ul style="list-style-type: none"> Assist the Communications Coordinator and WHIN CEO as required Collaborate with WHIN team members about content for digital communications
Key Selection Criteria	Essential	<ol style="list-style-type: none"> Ability to write clearly, concisely, and engagingly for a range of professional, government and community audiences including those with English as a second language, and to tailor writing to a range of digital platforms. An eye for detail and ability to ensure all communications are correct, consistent, functional (e.g. working links) and typo-free Knowledge and experience with developing content for websites, including use of WordPress using blocks for maintaining and updating the WHIN website Demonstrable experience in developing engaging content for social media platforms (Facebook, Instagram, LinkedIn, Twitter and YouTube) Commitment to WHIN's vision, mission and values, including an understanding of, and commitment to, intersectional feminism, gender equity and women's health, safety and wellbeing. Relevant communications, writing, health promotion or social science qualifications
	Desirable	<ul style="list-style-type: none"> Website visual style/user interface design skills in order to implement or guide refresh of WHIN website Knowledge of Melbourne's northern metropolitan region In line with our commitment to employing people with a wide range of backgrounds and lived experiences, we encourage applications from people with migrant or refugee background, people with Aboriginal or Torres Strait Islander heritage, lived experience with a disability or chronic illness, and LGBTIQ+ community members.

<p>Submitting an Expression of Interest</p>	<p>Your expression of interest should contain:</p> <ul style="list-style-type: none"> • a statement addressing each of the key selection criteria separately • examples and urls of websites and social media pages to which you have made a major contribution. <p>Referees, including a recent line manager, will be required if applicants are shortlisted for interview.</p> <p>This position is open to women only. WHIN holds Equal Opportunities Exemption EOE 191/2017.</p> <p>Please send expressions of interest to the following email address with your name and 'Confidential' in the subject line to Kester Naismith at kester.n@whin.org.au</p> <p>CLOSING DATE FOR APPLICATIONS: Monday 28 February 5pm</p>
<p>Further Information</p>	<p>If you have specific questions about this position, please contact Claudia Slegers, Communications Coordinator at claudias@whin.org.au (works Monday to Wednesday)</p> <p>For more information about WHIN go to the WHIN website</p>