Position description

Position title: Communications Manager
Employer: Jean Hailes Foundation
Location: East Melbourne/Remote
Supervisor/Manager: Head of Marketing, Communications and Development
Date: October 2022

Background

Jean Hailes for Women's Health (JHF) is a national not-for-profit organisation dedicated to improving the knowledge of women's health throughout the various stages of their lives and providing a trusted world-class health service for women.

We combine research, clinical care and practical education for women and health professionals. Our key point of difference is the translation and dissemination of research and medical evidence into easy-to-understand health information, delivered in multiple ways, to suit our audiences.

Our aim is to inspire confidence to create a healthier future for all women.

Department

The Marketing, Communications and Development team is responsible for:

- Building partnerships with external organisations to extend reach and engagement
- Securing project funding and partnerships, including media and content partners
- Planning, developing, producing and delivering content across all Jean Hailes channels
- Supporting the Jean Hailes Public Health & Education Unit, Development Units and Clinics in the development of fact sheets, booklets, promotional material, reports or submissions as required
- Media engagement, communication planning and delivery
- Brand, visual design and organisational brand guardianship
- Ensuring the Jean Hailes ‘voice’ remains consistent internally and externally and that it adheres to strict editorial standards
- Monitoring performance against benchmarks and KPIs
- Preparation and distribution of reports to internal and external stakeholders.
The Women’s Health Week unit works within the Marketing and Communications Team. Women’s Health Week is Jean Hailes’ most significant national stakeholder event, serving a range of organisational goals:

- Increase national brand awareness
- Expand national engagement with the health professional sector, consumers and media
- Increase reach and engagement through strategic partnerships
- Improve health literacy
- Facilitate connections and self confidence among women
- Provide access to evidence-based health information for all women, girls and gender diverse people
- Meet key deliverables in the 2021-2025 AGDOH agreement

Summary of position

The Communications Manager reports to the Head of Marketing, Communications and Development and is supported by the Publicist. The Communications Manager oversees management of all Jean Hailes external media communications with particular focus on Women’s Health Week. The role encompasses media management, including media releases, messaging, media liaison, and media partnerships. The position works closely with the CEO, other Jean Hailes spokespeople, and Women’s Health Week Manager, to develop media partnerships to benefit both Women’s Health Week and year-round activities of the organisation.

Key job requirements, responsibilities, and ongoing performance indicators

Public relations and communications

- In close consultation with the CEO and Head of Marketing, Communications and Development develop the public relations and communications strategy for Jean Hailes, across all aspects of its operations including Women’s Health Week.
- Manage the public relations and communications plan for Women’s Health Week and whole of organization.
- Liaise with external media and promotional partners and assist in the development and implementation of Jean Hailes campaigns, cross promotions, events and launches.
- Develop and maintain media relationships.
- Prepare speech notes and briefings for all spokespeople, including the CEO.
- Write, manage and distribute all media releases.
- Secure ongoing publication opportunities for Jean Hailes content e.g., opinion pieces.
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- Manage media monitoring contracts and reporting to internal and external stakeholders.
- Manage the Jean Hailes media inbox, responding to queries as required.
- Coordinate briefing notes and media training for Jean Hailes specialists.
- In consultation with the senior executive identify suitable ambassadors and spokespeople for Jean Hailes.
- Manage the role of the Publicist.

Community engagement

- Assist with identifying and developing media partnerships that focus on priority populations groups.

General

- Produce annual media and communication reports as required.
- Support and assist team members with other projects as required.

Unit KPIs

- Increase reach, engagement and brand awareness outside Victoria
- 1200+ media articles published (ex social media content)
- Secure 3+ media partnerships for JH and/or WHW

Statutory & policy responsibilities

N/A

People Responsibilities

Publicist (to be appointed)

Requirements of position holder

Education level

- Tertiary qualification in communications, media, event management or a health-related discipline.
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Experience

- 5+ years' relevant experience in event/project management, communications and media/PR
- Demonstrated experience leading a team to deliver a national event or campaign
- Demonstrated experience managing media contracts and partnerships
- Demonstrated experience servicing government objectives
- Demonstrated time management skills and the ability to manage multiple and competing demands.
- Extensive experience writing media releases, speech notes and briefing documents (please provide examples)

Organisational knowledge

- Knowledge of women’s health, health promotion principles and health behaviour.
- Knowledge and connections with the national media and health professional sector

Communication/interpersonal skills

- Strong attention to detail
- Commitment to inclusivity
- Highly developed communication skills
- Demonstrated ability to contribute to a positive and learning-focused work environment with initiative, fresh idea generation and a proactive approach.
- A high level of interpersonal skills, which enable the appointee to liaise effectively with a wide range of people at a variety of levels internal and external to JHF.
- Values collaboration, self-improvement and growth.
- Demonstrated ability to participate positively in a team.