

JOB DESCRIPTION

Nutrition Australia is a national, not for profit, member based organisation inspiring healthy eating Australia wide. We are a leading provider of community-based education programs and credible, current and practical nutrition information.



Vision: Healthy Eating for all Australians

Mission: Inspiring healthy eating

JOB TITLE:	Communications Officer, Healthy Eating Advisory Service	STATUS:	Contract until 31 December 2021 (with possibility of ongoing)
LOCATION:	Working from home	HOURS:	0.6 FTE
REPORTS TO:	Senior Communications and Digital Coordinator, Healthy Eating Advisory Service	UNIT & DIVISION:	Victorian Division

ORGANISATIONAL CONTEXT:

[Nutrition Australia \(NA\)](#) operates through a National Board with Divisions in all States and Territories. The National Board is responsible for policy formation and the development of national programs. The State Divisions respond to local needs and opportunities for nutrition education, public health nutrition and health promotion programs, products and services.

KEY PURPOSE:

The primary purpose of this position is to support the development and implementation of all communications activities, including facts sheets, case studies, web content, e-newsletters, social media content, media and other communications as required by the [Healthy Eating Advisory Service \(HEAS\)](#).

About the Healthy Eating Advisory Service

The Healthy Eating Advisory Service aims to build the knowledge, skills and capacity of food service staff, other staff and health professionals working in key settings across Victoria in order to improve the availability and promotion of healthy food and drinks across the State.

The service supports the strategic direction of the Victorian Government with respect to public health and wellbeing.

KEY ACCOUNTABILITIES:

Content:

- Write and/or edit promotional communications, including news articles, media releases, and e-newsletters.
- Assist with planning, writing and editing educational resources, such as facts sheets, presentations, web content, and video scripts.
- Work with subject matter experts to create engaging social media content, including copy and imagery in line with the social media strategy.

Strategy:

- Assist with developing communication plans for projects and campaigns as required.
- Assist with developing strategies to increase website traffic, drive usage of our online tools, resources and services.

Reporting

- Prepare and provide accurate communications reports for monthly, quarterly and annual reporting and as required
- Use social media analytics to measure reach and engagement and use these results to contribute to continuous improvement.

Organisational responsibilities:

- Provide input into Nutrition Australia's organisational communications plan.
- Prepare and contribute to reports for staff meetings, Nutrition Australia National Board and Nutrition Australia Vic Board.
- Attend monthly staff meetings.
- Contribute to general organisational activities (e.g. Annual General Meetings, trade displays and events, administrative/general office duties, staff professional development) as required.
- Represent Nutrition Australia as required.
- Maintain basic knowledge of contemporary nutrition issues in the key settings Nutrition Australia engages.
- Maintain appropriate professional development.

Occupational Health and Safety

- Contribute to maintaining a safe workplace and implementing health and safety policies and procedures.
- Attend training in the safe performance of assigned tasks as required.

5. Relationships:

Reports to:

- Senior Communications and Digital Coordinator, HEAS of the Victorian Division of Nutrition Australia.

Functional interactions:

- Communications Officer represents the Victorian Division of Nutrition Australia and attends and contributes to discussions at HEAS and Nutrition Australia staff meetings.

6. Key Result Areas (KRAs):

Critical to success in this role are:

- Communication
- Ability to work proactively, effectively and co-operatively with stakeholders to deliver effective communication outcomes
- Time management

KEY SELECTION CRITERIA:

Qualifications/Experience

Essential:

- Tertiary qualifications in communications and/or demonstrated experience in a similar role.
- Experience working in public health, health promotion or government sector.
- Demonstrated experience managing an organisation's social media pages, including Facebook, Twitter, Instagram and/or LinkedIn.
- Excellent writing and editing skills, especially to create engaging, informative and effective copy for a variety of audiences and reading levels.
- Excellent organisational, time and task management skills, including demonstrated ability to set goals and targets, meet tight deadlines and handle competing demands.

Desirable:

- Experience in using a website content management system (CMS).
- Experience using MailChimp (or similar program) to create and send email campaigns, manage audiences and reporting.
- Experience using video editing software to edit footage, and add subtitles and simple graphics for social media and promotional campaigns.

Professional Requirements

- Prepared to make a commitment to Nutrition Australia's vision and values.
- Committed to continuous quality improvement.

Attributes

- Attention to detail.
- Service orientated.
- Displays initiative, motivation, self-confidence and reliability.
- Ability to work independently and as part of a team.
- Ability to get along with others, teamwork.
- Ability to work within a self-directed framework.
- Ability to maintain professional relationships with key stakeholders.