

1. General Information

Position Title:	Communication Coordinator
Division/Department:	Epworth Medical Foundation
Position Reports to:	Communication and Digital Manager
Enterprise/Individual Agreement:	Individual agreement
Classification/Grade:	N/A
Location:	Corporate, Epworth Richmond
Employment Status:	Permanent Part-Time, 25 hours
Resource Management (for Management positions only) Number of Direct Reports: Budget under management:	n/a
Key Relationships - internal and external	Internal: Organisation-wide External: external agencies and vendors

2. Overview of Epworth HealthCare

Epworth HealthCare is Victoria's largest not-for-profit private health care group, renowned for excellence in diagnosis, treatment, care and rehabilitation. Epworth is an innovator in Australia's health system, embracing the latest in evidence-based medicine to pioneer treatments and services for our patients.

Epworth's values define our approach and our delivery. We pride ourselves on communicating our values and delivering on them in a real and meaningful way. Our Values are *Compassion, Accountability, Respect, Excellence*. More information can be found on the [Epworth website](#).

Epworth's purpose is to improve the health, wellbeing and experience of every patient by integrating clinical practice with education and research and our vision is to consistently deliver excellent patient-centred care with compassion and dignity.

3. Epworth HealthCare Strategy

Underpinning our ambition are four clear strategic priorities:

Exceptional patient experience and outcomes

To empower our patients and deliver compassionate, expert and coordinated care.

A thriving healthcare organisation

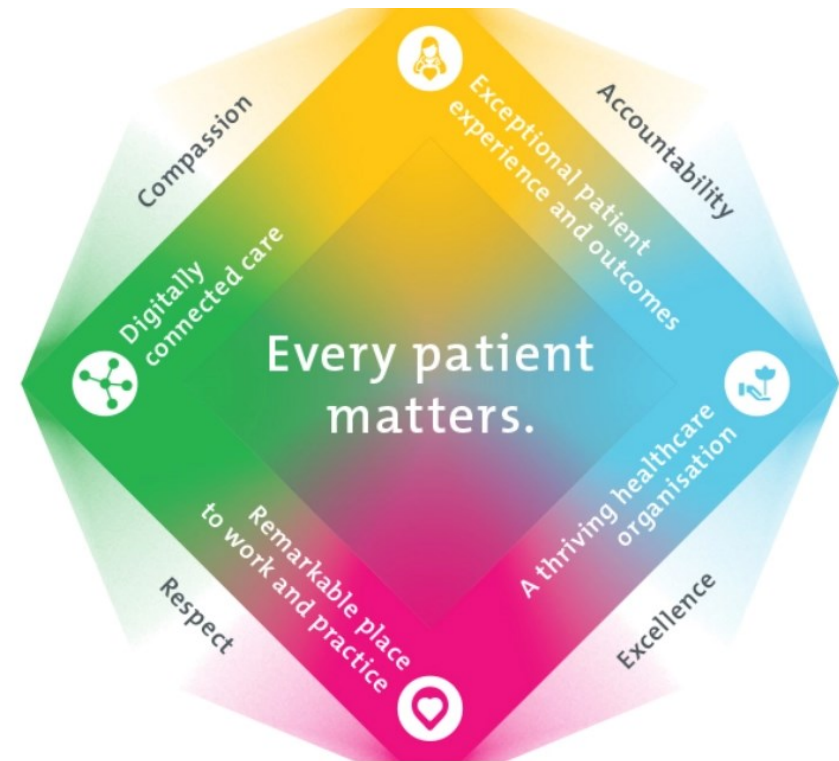
To adapt and grow in a changing healthcare landscape by delivering a unique private not-for-profit healthcare organisation.

Remarkable place to work and practice

To ensure Epworth is an outstanding place to work and practice through a culture of care and investment in our people.

Digitally connected care

To innovate and improve the digital experience, interactions and outcomes for our patients, staff and doctors.



4. Purpose of the Position

The purpose of the position is to support the promotion of the Epworth Medical Foundation (EMF) by developing engaging communications that profile EMF, encourage philanthropic support and communicate the impact of the community's generosity to the care provided at Epworth.

It is responsible for:

- Supporting the execution of strategic plans developed by the Communication and Digital Manager
- Developing information and engaging communications materials that inspire and motivate donations
- Develop stewardship collateral to demonstrate the impact of philanthropy at Epworth
- Identifying, creating and distributing engaging storytelling content for internal and external audiences through traditional and digital channels
- Actively seeking new and innovative ways to deliver content to audience groups and key stakeholders via traditional and digital strategies
- Developing strong relationships across the EMF team
- To have an active role within the EMF team, participating in building a culture that fosters a spirit of achievement in line with Epworth's values and strategic intent
- Work with and brief external stakeholders including copywriters, videographers and designers to deliver EMF communications materials as required
- To inspire donors about the impact of their support
- To tell the story of EMF and the critical role philanthropy plays
- To assist in the development of EMF's digital engagement platforms

5. Key Accountabilities

KEY RESPONSIBILITIES	MEASURES/KPIs TO BE ACHIEVED
Execution of marketing, communications and promotional initiatives	<ul style="list-style-type: none"> • Support communications and branding across all EMF activities • Deliver communications in line with EMF’s key messages • Timely and effective delivery of marketing and communications projects and initiatives • Create engaging impact-based content for traditional and digital communication channels • Management of donor storyboards and EMF brochure distribution around Epworth sites • As required, manage external agencies and service providers in the delivery of marketing and communications projects • Create and develop donor stewardship collateral as briefed • Capture photos and video content from across Epworth that demonstrate the impact of philanthropy within the hospitals
Management and production of collateral	<ul style="list-style-type: none"> • Assess requirement for collateral and develop new collateral as needed to support the team • Review and update existing collateral as required • Maintain existing collateral and identify opportunities to add new and innovative content and channels as appropriate • Support development of the printed newsletter and execution of regular digital newsletters. • Support required materials to deliver EMF donor events including invitations and letters
Execution of digital communications initiatives	<ul style="list-style-type: none"> • Support the execution of EMF’s digital strategy • Develop engaging and informative content for the EMF website and e-communication • Ability to analyse e-communication results to build and grow digital engagement • Work to effectively integrate EMF’s traditional and online communications • Encourage the use of EMF’s online resources

Position Description



Organisational responsibilities	<ul style="list-style-type: none"> • Adhere to Epworth’s customer-centric cultural values • Communicate and act in ways that are consistent with Epworth’s values • Support and promote the work of Epworth, maintaining a positive image of the organisation in accordance with the level of position • Comply with all Epworth’s policy, code of conduct, procedures and practices, external funding body requirements and legislation • Apply and uphold the principles of a respectful, inclusive and diverse workplace, free from discrimination, harassment or bullying
Safety and wellbeing responsibilities	<ul style="list-style-type: none"> • Participate actively and positively in the area of health and safety to reduce all hazards and incidents within the workplace • Report all hazards, incidents, injuries and near misses immediately to your manager and log them in RiskMan • Adhere to infection control/personal hygiene precautions • Implement and adhere to Epworth OHS policies, protocols and safe work procedures • Mandatory training completed at agreed frequency

6. Position Requirements/Key Selection Criteria

COMPONENT	
Qualifications	<p>Essential</p> <ul style="list-style-type: none"> • Tertiary qualifications in Marketing, Communications, Business or Journalism or health-related degree
Previous Experience	<p>Essential</p> <ul style="list-style-type: none"> • Min 5 years experience in a marketing or communications, preferably within a not-for-profit organisation • Ability to manage third party providers • Demonstrated experience in operationalising strategic marketing and communications projects • Understanding of donor motivation and engagement techniques • Experience in copywriting and storytelling • Excellent writing skills including understanding and application of grammar • An understanding of digital engagement and communication platforms <p>Desirable</p> <ul style="list-style-type: none"> • Experience in working for not-for profit or healthcare organisation • Experiencing in filming and editing short videos

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<p>Required Knowledge & Skills</p>	<p>Essential</p> <ul style="list-style-type: none"> • Ability to manage stakeholder expectations and business requirements • Excellent written communication skills across all channels to diverse audiences • Understanding of creative marketing and online marketing strategies • Demonstrated communication (verbal, written and online) and presentation skills • Ability to manage and deliver to deadlines • Demonstrated ability to develop and maintain strong relationships • Demonstrated ability to identify and develop stories of impact <p>Desirable</p> <ul style="list-style-type: none"> • Knowledge of MailChimp or similar to execute email campaigns
<p>Personal Attributes & Values</p> <p>All employees are expected to consistently work in accordance with Epworth's values and behaviours</p> <ul style="list-style-type: none"> • Respect • Accountability • Compassion • Excellence 	<ul style="list-style-type: none"> • Ability to build and maintain rapport and effective relationships with key internal and external stakeholders • Demonstrated ability to contribute positively to team functioning in a multi-disciplinary team • Highly developed verbal, written and negotiation skills • High attention to detail to deliver high-quality output • Demonstrated ability to operate as an agile, collaborative and self-motivated team member • Ability to meet customer service needs consistently with Epworth's values • Ability to navigate through an ambiguous and fast-paced, changing environment • Commitment to a culture of continuous learning and quality improvement • A 'can-do' attitude and solutions-focused management approach, with a proven track record in meeting KPIs and project management • Ability to prioritise and problem solve

Position Description



Document Control

Date Developed:	Date Last Reviewed:	Developed and Reviewed By (Position Title):
October 2022	January 2024	Communications and Digital Manager

Employee Position Declaration

I have read and understand the requirements and expectations of the above Position Description. I agree that I have the physical ability to fulfil the inherent physical requirements of the position, and accept my role in fulfilling the Key Accountabilities. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

Employee Signature: _____

Print Name: _____ Date _____