

Position Description	Employee
Attachments	Addendum A *Outlines the specifics of the allocated Directorate/Portfolio

About EACH

EACH provides an integrated range of health, disability, housing, counselling, and community mental health services across Australia. We offer a wide range of supports to assist members of our community to lead happier, healthier lives. Our staff are a collective workforce of over 1,700 paid employees and over 250 volunteers.

More information is available at: <http://www.each.com.au>

Our vision	Everyone has the power to live well.
Our purpose	Health and support services that improve lives and strengthen communities.
Our values and behaviours	<p>We care.</p> <p>We welcome you with empathy and hope.</p> <p>We believe making change is possible for everyone.</p> <p>We listen.</p> <p>We take time to understand you, your experiences, and your culture.</p> <p>We work with you and the people important to you, to build the right supports.</p> <p>We learn.</p> <p>We evaluate our actions and always seek to improve.</p> <p>We deliver.</p> <p>We have a 'can do' attitude and find ways to say 'yes'.</p> <p>We do what we say we're going to do.</p>

Position Summary

A key focus of this position is to work collaboratively with their team members, their Directorate and across other Directorates.

They are responsible for leading delivery and/or community through their own contribution.

It is expected that all employees consistently model EACH's values and behaviors and ensure EACH's culture is inclusive, safe, and engaging.

Key Deliverables

Employees are responsible for:

- Assessing for quality, safety and risk and taking actions that keep myself, customers, community and staff safe
- Partnering with my team, others at EACH, our customers and community to achieve great outcomes
- Creating a safe, respectful and culturally appropriate space to foster growth, learning, belonging, health and wellbeing
- Contribute to tracking progress and outcomes to ensure alignment with EACH's goals and to reliably deliver on performance targets
- Working within the program/role guidelines and professional boundaries of my role
- Demonstrating behaviours at all times that align to EACH's leadership standards and recognises that you are an ambassador of EACH.

Quality:

EACH staff are required to participate in continuous monitoring and improvement and comply with legislation, professional standards and accreditation standards and any other governing laws that apply from time to time.

EACH staff must have and maintain the appropriate skills and knowledge required to fulfil their role and responsibilities. In addition, they must practice within the specifications of this position description, and where applicable within the agreed scope of practice.

Safety & Wellbeing:

EACH is committed to providing and maintaining a working environment for all staff that is safe and minimises risk to health. All staff are to take care of their own health and safety and the health and safety of any other person who may be affected by their acts or omissions at the workplace.

As an Employee you understand your responsibilities and accountabilities to yourself and others in accordance with OH&S legislation across the various jurisdictions and EACH's policies.

EACH Child Safe Commitment Statement:

EACH is committed to promoting and protecting the best interests of children and supporting a child safe culture. EACH has zero tolerance for child abuse. Everyone working at EACH is responsible for the care and protection of children and reporting information about suspected child abuse.

All children who come to EACH have a right to feel and be safe. EACH is committed to the safety and well-being of all children whether they are direct service recipients or indirectly linked to our services such as children of customers. The welfare of children and young people is our first priority. We create a child safe and child friendly environment where all children are valued and heard, are safe and protected."

Key Selection Criteria

Skills and Behaviours

- Acts in accordance with EACH's Behavioural and Performance Standards.
- Highly developed communication and interpersonal skills to competently establish and maintain effective working relationships with clients, staff and visitors.
- Demonstrated ability to work collaboratively and enthusiastically within a team to help foster a positive and progressive work environment.

Desirable Experience, Knowledge, and Qualifications

- Tertiary qualifications in a relevant discipline.
- Demonstrated ability in working collaboratively as part of a Team
- Appreciation and understanding of the Not-For-Profit sector and Health services is well-regarded.

Mandatory Competencies and/or Licences

- Completion of an acceptable Criminal History Check and Employee Working with Children Check (or State equivalent) prior to commencement of employment and as required by legislation and policy during employment, as well as a duty to disclose relevant information that may arise after employment has commenced.
- A cleared National Worker Screening Check prior to commencement of employment (if required for the role – not applicable to all roles)

Expected behaviours for all EACH Staff

- Acts in accordance with EACH's Code of Conduct, policies and procedures and is demonstrably committed to EACH's vision, mission, values, and service principles.
- Responds to family violence risk in line with their role and responsibilities and in accordance with the Multi-Agency Risk Assessment and Management (MARAM) Framework and related Frameworks.
- Promotes a 'safety first' culture and acts in accordance with EACH Health, Safety and Wellbeing Policy and management system.
- Ensures EACH Great Care is put through its PACES (Person-Centred, Accessible, Connected, Effective and Safe).
- Promotes and supports a zero-tolerance culture that recognises all people have the

right to live their lives free from abuse, neglect, violence, discrimination and exploitation and acts upon EACH's commitment to recognise, raise and respond to any deviation from a person's human rights.

- Fosters and promotes an inclusive and collaborative work environment where all employees, volunteers and customers feel welcomed, respected, valued and enabled and proud to fully participate, irrespective of their individual differences in background, experience and perspectives. Demonstrates a customer focus by prioritising the needs and outcomes of internal and external customers.
- Demonstrates teamwork and collaboration and positively contributes to group activities.
- Contributes to innovation and continuous improvement and openly shares information and knowledge to enable optimal outcomes for customers.
- Be curious, reflective, and open to continuous learning and new ways of working.
- Successfully completes all mandatory training in a timely manner, to support the delivery of high quality, safe and effective service delivery.



Part 2 - Addendum (Social and Digital Media Coordinator)

This document explains the work of the Social and Digital Media Coordinator and the outputs they will need to deliver.

Position:	Social and Digital Media Coordinator
Directorate / Service / Program:	Communication Engagement and Advocacy
Industrial Instrument Name:	Victorian Stand-alone Community Health Services (Health and Allied Services, Managers and Administrative Officers) Multiple Enterprise Agreement 2018-2022 (HSUA 1 & 5)
Instrument Classification:	Schedule B - Managers and Administration Officers - Grade 4
Reports to:	External Communications Manager
Effective Date:	May 2024

Key Deliverables

- Working with the External Communications Manager, build and implement a social media and digital plan spanning content creation and channel utilisation to help EACH achieve its strategic and business goals.
- As part of the plan, create and manage a publishing calendar to ensure consistent publication of high-quality content.
- Be knowledgeable about and keep EACH up to date with best practice and emerging trends and platforms.
- Proactively source compelling stories, and create and produce high-quality multi-channel content including copy, video, images and infographics.
- Work closely with colleagues including the Advocacy Manager and the Marketing Coordinator to devise and implement organic and paid social and digital campaigns to achieve strategic and business objectives.
- Build networks across EACH to facilitate access to compelling, important stories.
- Monitor audience conversations and use learnings to inform our approach.
- With team support, ensure EACH's socials are monitored and comments appropriately responded to or escalated.
- Write monthly social media reports of social and digital performance, identifying trends and areas for growth and improvement.
- Contribute to Communications, Engagement and Advocacy team projects and work as required.



Qualifications and skills

- Bachelor's degree in communications or marketing
- 3+ years' experience in a communications, marketing or similar social media/digital role.
- A strong grasp of current and emerging trends in content publishing.
- Proven proficiency in working across a variety of platforms, including web, social media, photography, and videography.
- The ability to tailor content to diverse target audiences for a variety of purposes.
- Experience using social media tools, such as Meta Business Suite, Hootsuite or a similar publishing and reporting platform.
- Proficient in Adobe Creative Suite and Canva.
- Excellent written communication skills and a high level of attention to detail.
- Ability to evaluate and report on results to stakeholders and managers.
- Excellent time-management skills and the ability to manage multiple projects co-currently.
- Results-oriented and strategic thinker.

Physical Requirements

- Able to sit at a computer for 6 – 8 hours per day
- Walk up stairs
- Ability to travel between EACH locations
- Lift 3 kgs