

Position Description

Position Title: Executive Manager, Social Marketing & Communications

Position Number: 900003

Group / Office: Social Marketing & Communications (SM&C) Group

Tenure: Executive Contract

Full Time Equivalent: Full-time 1.0 FTE

Classification: Executive Contract

Location: 355 Spencer Street West Melbourne 3003

Reports to: Chief Executive Officer

Further information: Introducing VicHealth www.vichealth.vic.gov.au

About The Victorian Health Promotion Foundation (VicHealth)

A world-first health promotion foundation, VicHealth focuses on promoting good health and preventing chronic disease. We pinpoint and prevent the negative influences of ill health and champion the positive influences of good health. Our pioneering work includes creating and funding world-class interventions; conducting vital research to advance Victoria's population health; producing and supporting public campaigns to promote a healthier Victoria; and providing transformational expertise and insights to government. We work with all levels of government, across political parties and communities, and a range of sectors across health, sports, research, education, the arts and media.

VicHealth takes pride in being an equal opportunity employer championing equity and diversity in the workplace.

Purpose of the role

The Executive Manager, Social Marketing & Communications supports and contributes to the health promotion capacity of VicHealth by:

- Leading, developing, monitoring and evaluating the marketing strategy of VicHealth, with a key focus on innovation and positioning of the brand, evolution of new social marketing campaigns, digital strategy and all related outputs
- Executing integrated social marketing and communications plans for the organisation's strategic imperatives and integrated themes through the teams within the SM&C Group
- Leading, developing and building upon VicHealth's unique brand, social marketing, reputation and image with strong emphasis introducing innovative brand strategy for VicHealth
- Ensuring VicHealth is strongly represented at relevant large-scale events involving external stakeholders and the general public
- Providing executive leadership to the Media Strategy that supports growth in media coverage, ensures VicHealth is positioned as the leading voice in Health Promotion and provides issues management advice and support to the CEO
- Driving the production of flagship publications that provide comprehensive and objective information and analysis relevant to health promotion practice and ensure consistency and cohesiveness across all publications

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The Executive Manager, Marketing & Communications has a close working relationship with the CEO, the Executive Management Team and across the organisation and demonstrates the behaviours of an inclusive, respectful and strong confident leader. The person in this role must have a strong sense of purpose and passion towards creating a healthier Victoria for all Victorians and the development of initiatives that positions VicHealth as the leading voice in Health Promotion.

Success in this role requires the ability to develop and nurture excellent relationships with key external stakeholders, including government departments and agencies, local government, non-government organisations, academics, other partners and the media. The incumbent must be able to navigate through complex situations and government process, maintain strong relationships with the VicHealth Board and all stakeholders and represent VicHealth in a professional manner at stakeholder events.

Scope of the role

Financial	As per VicHealth Delegation Policy
People	Direct: 4 positions Indirect: 13 positions

Main Role Responsibilities

Functions	Activities
Strategic Development	<ul style="list-style-type: none"> • Develop, monitor and evaluate an innovative social marketing and communications strategy with key focus on brand positioning/innovation, new industry leading social marketing campaigns and all related outputs • Develop an organisational digital strategy including monitoring and evaluation program to align with marketing strategy • Lead the development and implementation of integrated social marketing and communications plans for the organisation, strategic imperatives and integrated themes • Developing and building upon VicHealth's unique brand, social marketing, reputation and image with strong emphasis introducing innovative brand strategy for VicHealth and continual evolution in the positioning of the brand • Provide advice and guidance for strategic engagement with external stakeholders, partners and other entities • With the Programs and Corporate Services Groups, plan and execute digital communications strategies for the organisation, specifically the outbound social marketing and communications efforts that connect VicHealth content and programs with audiences
Strategic Marketing	<ul style="list-style-type: none"> • Lead the production of flagship publishing products that provide comprehensive and objective information and analysis relevant to health promotion practice, and ensure consistency and cohesiveness across all publishing outputs • Drive the delivery of effective and responsive media relations

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	<ul style="list-style-type: none"> • Liaison with senior officials of government and stakeholder organisations to build awareness and understanding of VicHealth’s initiatives and activities • Deliver effective and value-for-money corporate sponsorships of major events and social marketing campaigns • Ensure high quality management and staging of conferences and events
Social Marketing & Communications Development, Delivery & Evaluation	<ul style="list-style-type: none"> • In partnership with the Executive Team, develop innovative social marketing communications and campaigns, building an evidence base regarding effective social marketing within health promotion • Develop and implement the Media Strategy for VicHealth that supports growth in media coverage, ensures VicHealth is positioned as the leading voice in Health Promotion and provides issues management advice and support to the CEO • Ensure strong public representation at large scale events involving external stakeholders and the general public • Lead growth in effective media coverage and issues management • Ongoing monitoring and evaluation of VicHealth’s stakeholder and community engagement • Ongoing monitoring and evaluation of VicHealth’s media activity and digital activity • Production and distribution of VicHealth’s promotional products
Key Liaison	<ul style="list-style-type: none"> • Provides expert advice and support to the health promotion units and the CEO in the development and implementation of advocacy, social marketing, and other strategic social marketing and communications activity • Oversight of production activity on behalf of the organisation, ensuring provision of support to senior health promotion staff in the production of technical and academic publications and other related resources, within the corporate brand framework • The provision of support and training to program partners, funded projects and research investments to assist in gaining optimal promotion of VicHealth investments • The effective management of systems to update staff and key partners on media reporting related to issues relevant to VicHealth and its funded activity • Ensures the provision of high quality issues management advice to the CEO, executive leadership team and senior program staff
Leadership & Management	<ul style="list-style-type: none"> • Demonstrate strong, inclusive and respectful leadership skills and behaviors in the performance of the role • Provide strong leadership to team members that enable them to achieve their goals that are aligned to the organisational goals and objectives of VicHealth • Actively develops team members through performance appraisals, developmental assignments, coaching, training and performance management • Provides clarity in role objectives and key performance indicators • Pursues continuous improvement in the team’s functioning • Delegates tasks and responsibilities to team members appropriately • Monitors performance and provides timely and constructive feedback • Management of risks in accordance with the Risk Management Policy

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Teamwork	<p>Contributes to the development of a highly effective team by:</p> <ul style="list-style-type: none"> • Working collaboratively across the organisation • Sharing knowledge and experiences • Participating and contributing in team meetings, strategic and corporate planning meetings, teamwork plans and relevant cross unit working groups. • Applying work practices and approaches consistent with established VicHealth policies and processes, and identifying opportunities for development • Identification of potential opportunities for innovation and improving the efficiency and effectiveness of VicHealth's operations
Equity & Diversity	<ul style="list-style-type: none"> • Contribute to maintaining an environment where differences are valued, encouraged and supported • Maintain VicHealth's ideals of cultural diversity and inclusion in the workplace at all times
Governance, Risk, Behaviours & Conduct	<p>Act in accordance with:</p> <ul style="list-style-type: none"> • The Code of Conduct for Victorian Public Sector Employees as detailed in the Public Administration Act 2004 • VicHealth Policy, Procedure and Values as outlined on the VicHealth intranet
Occupational Health & Safety	<ul style="list-style-type: none"> • Takes reasonable care at all times for their own health and safety and that of others who may be affected by their conduct • Is responsible at all times for maintaining a safe and healthy work environment for all

Key Selection Criteria (Knowledge, experience and skills)

Qualifications & experience	<ul style="list-style-type: none"> • Relevant tertiary and post graduate qualifications, and extensive industry experience in social marketing and/or communication at a senior or executive management level • Experience working within or with the public health or government sectors would be well regarded but is not essential
Strategic Planning	<ul style="list-style-type: none"> • Able to demonstrate ability to think strategically from a global perspective • Translates strategic directions into day-to-day operational activities • Identifies or develops overall team goals that link to strategy and develop actions required to achieve these goals • Able to prioritise work based on what is important to achieve, rather than what tasks are usually done
Leadership	<ul style="list-style-type: none"> • Purpose driven, high achieving and impact focused executive • Demonstrates leadership behaviours, confidentiality and commitment to the strategic direction and vision of the VicHealth Board and CEO • Communicates and models a vision that generates enthusiasm and commitment • Able to demonstrate innovation in leadership and ability to deliver solutions

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Management	<ul style="list-style-type: none">• Can navigate complexity with respect to government processes and stakeholders• Strong focus on team work and proven ability to effectively lead a team• Provides developmental assignments, coaching, training and performance management to support team members to achieve• Provides clarity in role objectives and key performance indicators• Develops a positive team culture that embraces cooperative and collaborative work practices• Role models executive leadership and behaviour to others and sets clear expectations of behaviours required to perform the role
Budget & Financial	<ul style="list-style-type: none">• Prepares annual operational and project budgets and monitors expenditure against agreed budgets• Periodically reviews all contracts to ensure best value for money• Has a focus on the bottom line and can adjust activities and budgets to suit
Communication Skills	<ul style="list-style-type: none">• Confidently conveys ideas and information in a clear way• Understands and meets the needs of target audiences• Demonstrates strong active listening skills and ensure people are always in the conversation• Structures written communications effectively to achieve their purpose, conveys ideas and information in a clear way, with a strong understanding of the information needs of target audiences (including Board papers and Executive Team Briefings)
Achieves Results	<ul style="list-style-type: none">• Action oriented, and seeks innovative solutions to strategically position VicHealth and its brand• Identifies potential issues and setbacks and works to optimise outcomes• Ensures closure and delivery on intended results

This position description was updated on **26/10/2021** and is a guide to the role and responsibilities that are required of this position as of this date. Other duties may be required to be undertaken from time to time. This position may involve limited work related travel to visit other stakeholders or attending conferences, including working from locations other than the VicHealth office. Additionally, occasional work outside core business hours may be required.