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| **Position Title:** | **Communications Coordinator** |
| **Reports To:** | Direct | Head of Communications and Community |
| Indirect | n/a |
| **Position Type:** | 0.6 FTE, Maximum Term | **Location:** | 305 Grattan Street, Melbourne and/or from home  |
| **End of Tenure Date:** | 30 June 2024 |
| **Key Relationships:** | Internal | * Digital Marketing and Communications Manager
* Community Communications Manager
* Communications staff across VCCC Alliance member organisations
* VCCC Alliance staff team
* VCCC Alliance portfolio Heads and Executive Director
* VCCC Alliance Office Manager & Accounts Assistant
* Executive Assistant to the ED
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| External | * Service providers such as designers, printers, venue managers
* Outsourced facilities staff, such as AV technical support, video editors and similar
* Suppliers eg. merchandise and promotional collateral
* VCCC Alliance stakeholders as per the communications strategy
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**POSITION PURPOSE**

The Communications Coordinator plays a key role in the efficient functioning of the Communications team and its role in building awareness, profile, understanding of, engagement with, and protecting the reputation of the VCCC alliance.

The Communications Coordinator has responsibility for producing a weekly events and opportunities newsletter, *E-Link*, and for maintaining the Communications section of the intranet (Sharepoint).

The Communications Coordinator assists and supports the team with large and or deadline driven requirements. The role contributes to general communications requirements to promote and raise awareness of VCCC alliance activities, particularly social media activity, working in collaboration with the Digital Communications Manager.

A key element of the role is the management of the contacts database which is a significant asset for the alliance. The Communications Coordinator contributes to the development, maintenance and utilisation of a CRM that is effectively integrated with other digital tools.

The Communications Coordinator is also required to understand privacy laws and considerations and provide advice on this to others as needed.

The Communications Coordinator also contributes to the activities of the Victorian COVID-19 Cancer Network.

This is a varied and interesting role, requiring a high degree of adaptability and initiative, a range of administrative and communications skills and exceptional interpersonal skills.

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**CONTEXT**

**Vision**

The vision for the VCCC Alliance is to save lives through the integration of cancer research, education and patient care. Founded in the holistic principles of the internationally-recognised Comprehensive Cancer Centre model, the VCCC Alliance is a powerful partnership of 10 leading academic, research and clinical institutions with a shared commitment to working together to advance and accelerate cancer research, treatments, preventions and care.

**Operating environment**

The VCCC Alliance multi-site, multidisciplinary model brings together the complementary strengths of Peter MacCallum Cancer Centre, Melbourne Health (including The Royal Melbourne Hospital), the University of Melbourne, Walter and Eliza Hall Institute of Medical Research, The Royal Women’s Hospital, The Royal Children’s Hospital, Western Health, St Vincent’s Hospital Melbourne (including St Vincent's Institute), Austin Health (including the Olivia Newton-John Cancer Research Institute and Austin Lifesciences) and Murdoch Children’s Research Institute.

The VCCC Alliance has a 3.5-year agreement to June 2024 with the Department of Health to develop and implement new and innovative cancer research and treatment programs under an agreed Strategic Program Plan.

**Staff Team Purpose**

Be known for enabling the best research-led cancer care for all

**Staff Team Values**

Better Together*we connect and support to empower sustainable change*

Integrity*we are respectful of the cancer community and accountable for our contribution*

Bold *we cultivate ideas and dare to innovate*

Patient-Centred*we place patients with cancer at the centre of all we do*

For All*we champion equity of cancer care for every Victorian*

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**KEY RESPONSIBILITIES:**

**External Communications:**

* Curate, write, edit and distribute weekly events and opportunities newsletter *E-Link*
* Assist the Digital Communications Manager to produce the monthly Alliance newsletter, curating sector stories and adding events.
* Assist management of the website, keeping content up to date and uploading content
* Review and upload jobs and opportunities to the website

**Social Media**

* Work collaboratively with the Digital Communications Manager to deliver the social media calendar and ensure consistent, high quality social media presence and publicity for VCCC Alliance events and opportunities
* Assist with message development and content creation, including graphics and video editing
* Assist production of analysis for evaluation and reporting

**Internal communications**

* Minute and distribute Staff Meeting notes, upload to SharePoint and distribute internal staff newsletter
* Manage updates to Communications page on SharePoint – maintain and keep current all key templates and assist staff with use of templates

**Communications Teamwork**

* Coordinate weekly Communications work in progress meetings collating discussion points and follow-up/actions
* Assist with slides and presentations for communication purposes
* Assist with campaigns, preparing letters, mail merges and distribution to key stakeholders
* Maintain communications contacts list on the shared drive
* Assist with content for communications board papers, including extraction of metrics (social media/website/database etc)

**CRM Database Management**

* Maintain the accuracy and currency of the VCCC Alliance CRM database in Mailchimp including regular updates, integrating Eventbrite registrations and maintenance
* Work with the Digital Marketing and Communications Manager to continually improve the quality and utility of CRM integration
* Understand and apply relevant privacy regulations and laws in relation to the contacts database and advise other team members as required
* Provide reports and analysis of the database to inform communications strategy

**Photo and Video Library Assets Management**

* In consultation with the Communications Managers, review current assets and create an improved filing and management system for the VCCC Alliance photos, images and video files
* Coordinate and manage the library, including credits and caption files
* Assist with requests for visual assets
* Arrange and coordinate photography and film shoots, as required
* Coordinate permission requests, authorities and digital consent forms

**Merchandise Coordination**

* Manage the VCCC Alliance merchandise requirements (all branded items except stationery)
* Monitor and maintain stocks of regular items
* Review and monitor promotional items, make recommendations as needed
* Get quotes, manage orders and approvals for items as required, including requests from other teams

**Brand and Visual Identity assets**

* Assist requests for logos and branding material
* Manage the VCCC Alliance and members’ logo files and ensure they are kept up to date, including application of up-to-date logos on VCCC Alliance materials
* Liaise with graphic designer

**Victorian COVID-19 Cancer Network (VCCN)**

* Provide admin support for the Clinical Directors Expert Groups (minutes, agendas, letters etc)
* Assist production of the VCCN news updates (Mail Chimp)
* Maintain the VCCN web pages and content

**General**

* Share information and work collaboratively and collegiately with all colleagues, stakeholders and committees
* Work in accordance with VCCC Alliance policies and procedures, following reasonable directions
* Demonstrate a high level of discretion, diplomacy and personal integrity
* Participate in the VCCC Alliance Performance Planning and Development Review processes proactively and constructively
* Assist with or take on other relevant duties to support colleagues and initiatives as reasonably required.

**Special Requirements**

* VCCC Alliance and the hospital building we work within is a smoke-free environment. All employees are expected to respect this policy to the fullest degree and with a very mindful approach
* Maintain a valid Right to Work in Australia
* Satisfactory completion of National Police Check. In some cases, a Qualifications Check may be required and will be advised prior to appointment

**SELECTION CRITERIA**

**Skills:**

* Strong written communication skills
* Excellent interpersonal and presentation skills
* Competency in the use and production of electronic direct mail
* Ability to manage, develop and maximise a large contacts database (CRM), specific experience with Mail Chimp an advantage
* A working understanding of the Privacy Act
* Excellent organisational skills and attention to detail with the ability to prioritise work and meet deadlines
* Proficiency in Microsoft Office suite including PowerPoint and Excel
* Proficiency in graphics and video editing using tools such as Canva, Adobe Creative Cloud
* Competent in social media – content creation ability and calendar management skills

**Experience**

* Past experience in digital communications (website, social media and CRM), ideally in a large and/or complex organisation
* Writing for corporate communications purposes
* CRM integration experience
* General administration experience
* Previous work in health/medical sector is an advantage
* Experience effectively managing the requirements of multiple stakeholders
* Project management experience would be beneficial

**Qualifications**

* Undergraduate degree in communications or related field

**The Person**

* A team player who shares knowledge and naturally supports others
* Works collaboratively with others to build strong working relationships
* A willing learner who thrives on variety
* Highly attentive to details and takes pride in work
* An adaptable individual who is resilient and positive when faced with a complex and changeable environment

**EQUITY & INCLUSION:**

The VCCC Alliance is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation.

The VCCC Alliance makes decisions on employment, engagement, promotion and reward on the basis of merit. We are committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, contractors, appointees, volunteers and partners with a safe, respectful and rewarding environment. This commitment is set out in more detail in the VCCC Alliance Equal Opportunity Policy and Bullying Prevention Policy. All staff are required to comply with VCCC Alliance policies.

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**Term:**The tenure of this role is linked to VCCC Alliance Strategic Plan. Potential opportunities for appointment beyond Mid-2024 will be dependent on renewed funding and operational requirements.