



Duty Statement

Position	Content Creator and Marketer'
Location	Deakin, Canberra (ACT) or an agreed remote working location
Status	Up to 4-year contract (Full-Time)
Salary range	Between \$77,529 - \$83,844 (Gross) depending on experience + Superannuation
Salary Packaging	Offered
Reports to	Senior Communications Officer

This role is an identified position open to Aboriginal and Torres Strait Islander candidates only. This is intended to constitute a special measure in line with the Discrimination Act 1991 (ACT) subsection 27 (1)(b) and the Racial Discrimination Act 1975 (Cth) subsection 8(1).

Organisational Environment

Indigenous Allied Health Australia Ltd. (IAHA) is a national not-for-profit, member-based Aboriginal and Torres Strait Islander allied health organisation. IAHA was established in 2009 from a network of committed allied health professionals and is now a registered company limited by guarantee. IAHA is a vibrant organisation, with total membership growing at around 20 per cent pa, with a wide range of active partnerships and whose input and collaboration is being sought from an increasing array of professional, Government and community stakeholders.

IAHA appreciates all people working in Indigenous health and values the holistic approach to health care and education in respect of Aboriginal and Torres Strait Islander people, their culture, spirituality, traditional healing, inspiring us to work collegiately in following IAHA's vision that:

This approach inspires us to work collegiately. In line with this, IAHA's vision is that: All Aboriginal and Torres Strait Islander people and future generations are healthy, strong, thriving, and self-determined.

IAHA focuses on five strategic areas of work:

- **Strengthen** and engage our IAHA membership.
- **Grow** the Aboriginal and Torres Strait Islander allied health workforce through access and entry, effective pathways, promoting and supporting allied health careers, skills development, and retention.
- **Transform** the allied health and wider workforce by building culturally safe and responsive health and education systems.
- **Lead** in the Indigenous health and allied health sectors to ensure Aboriginal and Torres Strait Islander led solutions and approaches to policy and program development.
- **Connect** with and promote connectedness with IAHA members, Aboriginal and Torres Strait Islander people, families, communities, and cultures.

IAHA has a Secretariat based in Canberra, with remote offices and staff in Katherine, Darwin, Lismore, Sydney and Brisbane, supporting a Board of Directors and over 2,000 members nationally. Our membership includes representation from 29 allied health professions.

IAHA supports Aboriginal and/or Torres Strait Islander people who have graduated from or are studying for an allied health degree. The allied health assistant workforce and other individuals or organisations who share IAHA's vision and support our allied health activities.

Further information on IAHA, our membership, activities and projects can be found on our website, www.iaha.com.au.

Working Conditions

Whilst the hours of work usually are 37.5 hours a week, a flexible approach is expected due to the nature of this position, as working additional time to fulfil your responsibilities may be required on occasions, including some weekend hours as agreed with management prior.

In line with the IAHA Leave Policy, employees are entitled to flex time as approved by the Direct Supervisor or the Chief Executive Officer before undertaking the additional hours.

IAHA operates under a distributed leadership and cultural governance model to ensure that IAHA programs, activities and services are delivered and implemented in a culturally safe and responsive manner by all staff and directors.

Location

The Content Creator and Marketer' position will be based in Deakin, Canberra (ACT) or an agreed remote working location dependent on the successful applicant. Some travel may be required, including remote and interstate travel.

Salary Packaging

As the Australian Tax Office recognises IAHA as a Health Promotions Charity, salary packaging is available to all employees. This is beneficial to the employee in terms of increased disposable income because of reduced taxation payments. In line with Indigenous Allied Health Australia Salary Sacrifice

Policy, the option of a salary package will be provided while IAHA retains our public benevolent institution (PBI) status.

Benefits

IAHA provides all employees access to an Employee Assistance Program (EAP), including access to Aboriginal and Torres Strait Islander providers. IAHA also provides Social Emotional and Wellbeing (SEWB) entitlements and Natural Disaster/Emergency entitlements to staff.

IAHA provides a diverse range of leave entitlements: Cultural Leave, Bereavement/Compassionate Leave, Emergency Services Leave, Special Leave, Paid Parental and Pandemic Leave.

IAHA is committed to supporting Personal and Professional Development opportunities for employees.

Where working remotely is approved, IAHA commits to ensuring all employees are provided with the best support. This includes providing an office IT set-up – monitor, laptop, internet dongle and other necessary equipment to best support the role. The same provision of support is also offered when employees are required to work from home due to unprecedented pandemic situation(s) aligning with each state's rules and regulations.

Purpose of the Position

The Content Creator and Marketer' position is an essential member of the IAHA team. They will play a crucial role in ensuring that support is provided to the Senior Communications Officer through developing and managing the IAHA Social Media Plan. Furthermore, they will be responsible for creating activity on core social media channels to drive engagement, grow our audience, increase web traffic, and ultimately drive membership.

The Content Creator and Marketer' will operate within the Communications Team, assisting with marketing, creating content to meet shared objectives, and providing insights and analysis to improve impact and effectiveness. They will also help support the development of social media competencies and understanding across the wider business. In addition, the Content Creator and Marketer' will operate as support and report to the Senior Communications Officer.

Duties

The Content Creator and Marketer's duties will include but are not limited to:

1. Develop and coordinate the overall IAHA Social Media Plan, providing clarity on activity, priorities and success metrics/criteria.
2. Assist in producing a range of corporate communications collateral, including IAHA's promotional materials and resources with brand consistency. For example, factsheets, flyers, brochures, articles, presentations, media releases, newsletters, annual reports etc.
3. Maintain accounts on core social media platforms (Twitter, LinkedIn, Facebook and Instagram) across all business areas and support team members' activity in different departments. This includes the outbound posting of new content, activities and engagement, and responding to dialogue in and around our activities.

4. Create and schedule posts across our social media platforms and documents for diverse audiences and tasks. This includes designing assets, copy, and imagery and identifying and repurposing posts for high-engagement content relevant to our audiences.
5. Identify and connect with crucial social influencers with relevant networks for our audience. Use engagement tactics to deliver on key targets per week while identifying and advising on highly shared content using social media analytics tools
6. Assist with reporting on paid social media content to improve performance and value for money.
7. Maintain websites, including uploading content, adding links, improving SEO and generating creative assets.
8. Monitor media and industry developments and key reports to spot opportunities and respond to issues.
9. Assist Senior Communications Officer in generating high quality and timely reports and data as required.
10. Keep up to date with trends and best practices in digital communication and social media. Position IAHA as an industry leader in social media and digital campaigning/marketing.
11. Support the design, development of the IAHA Brand Style Guide.

Selection Criteria

1. Proven ability to communicate effectively and sensitively with Aboriginal and/or Torres Strait Islander people, stakeholders, and communities.
2. Minimum three years in a relevant social media and content-creating role – with a strong understanding of marketing principles and experience with delivering integrated marketing and advertising campaigns through traditional and online channels.
3. Significant experience in optimising online traffic and engaging with consumers online based on data insights
4. In-depth knowledge of data analytics platforms such as Google Analytics and Hootsuite.
5. Proven organisational, campaign tracking, and reporting skills.
6. Advanced graphic design skills, including proficiency in Adobe Creative Cloud Suite and/or other software applications.
7. Ability to work effectively as a member of a small team and be motivated enough to work autonomously by using initiative, good judgement and innovative strategies to meet the needs of our strategic priorities.

Desirable Criteria

- Capacity to travel interstate for work, including rural and remote locations of Australia – as restrictions permit and when required.
- A sound understanding of the Indigenous health and education sectors, trends and government policies are desirable.

Qualifications and Experience

- Minimum three years in a relevant social media and content-creating role – with a solid understanding of marketing principles and experience with delivering integrated marketing and advertising campaigns through traditional and online channels.
- Relevant tertiary qualifications, e.g. business, communications, marketing, design.

