



## Duty Statement

Position	Content Creator and Marketer
Location	Deakin, Canberra (ACT)
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

### 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 are 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, and traditional healing, inspiring 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 and supporters nationally. Our membership includes representation from 29 allied health professions and support workforce.

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](http://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) and relocation assistance may be offered to suitable candidates. 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 IAHA employees 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 additional to recreational and personal leave including cultural leave, bereavement/compassionate leave, Emergency Services leave, special leave, paid parental leave and pandemic leave.

IAHA is committed to supporting personal, cultural and professional development opportunities for employees.

### **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. 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 and other forms of media to meet shared objectives, and providing insights and analysis to improve impact and effectiveness. They will also help support the development of media competencies and understanding across the wider business.

### **Duties**

Working to the Senior Communications Officer, and wider IAHA team the Content Creator and Marketers duties will include, but are not limited to:

1. Developing and coordinating the overall *IAHA Social Media Plan*.
2. Assisting in the production and design of a range of corporate communications and marketing collateral.
3. Maintaining IAHA social media accounts as directed through scheduling platforms (posts and stories).
4. Assisting the Senior Communications Officer in generating high quality and timely reports and data across all social media and online platforms to improve performance and measure impact.
5. Maintaining websites, including uploading content, adding links, enhancing SEO and creating basic designs for webpages.

6. Implementing the IAHA Communications Strategy and priorities.
7. Keeping up to date with trends and best practices in digital communication and social media, to help position IAHA as an industry leader in social media and digital campaigning/marketing.

### **Selection Criteria**

1. Proven ability to communicate effectively and sensitively, visually, verbally and in written form, with Aboriginal and/or Torres Strait Islander people, stakeholders, and communities through a strength-based approach.
2. A strong understanding of marketing principles, including of the role of social media and content creation in effective marketing
3. Experience with delivering integrated marketing and advertising campaigns through traditional and online channels.
4. Proven organisational, campaign tracking, and reporting skills.
5. Graphic design skills, including proficiency in Adobe Creative Cloud Suite and/or other software applications.
6. Ability to work effectively as a member of a national team and be motivated to work autonomously by using initiative, good judgement and innovative strategies to meet the needs of our strategic priorities.

### **Desirable Criteria**

- Experience in a relevant social media and content-creation role
- 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**

- Relevant tertiary qualifications, e.g. business, communications, marketing, design.
- Working with vulnerable people or Working with children card or willingness to obtain one.