**Digital Engagement Officer – Word on the Sheets**

**Ever wanted to curate digital content that will make a change as an LGBTQ+ person in your communities? Now is your chance!**

* We are on the lookout for a Digital Engagement Officer to join our expanding LGBTQ+ Women’s Health Programs Team.

**What’s LGBTQ+ Women’s Health Programs you say?**

The LGBTQ+ Women’s Health Programs Team enage with our communtities to develop the skills, knowledge and capacity of LGBTQ+ women and their communities to make informed choices about their sexual health and wellbeing. *Word on the Sheets* is an online hub for accessible, inclusive and relevant sexual and reproductive health information for all LGBTQ+ women from diverse backgrounds that is endorsed and supported by key health, community and research stakeholders from across the country.

**Ok, so what’s the role?**

The Digital Engagement Officer is responsible for developing and implementing digital strategies to support the project, *Word on the Sheets*, aimed at improving health outcomes for LGBTQ+ women across Australia. This role involves creating and coordinating digital content, engaging with online communities, and ensuring the project's digital presence is effective and aligned with its objectives. You will:

* Develop a social media strategy, content plan and ongoing evaluation matrix to build an engaging and interactive media presence and online hub that caters to the needs of LGBTQ+ women including sexual and reproductive health.
* Collaborate with project staff, key stakeholders and community to design, implement, and evaluate a comprehensive online hub providing sexual and reproductive health information for LGBTQ+ women.
* Deliver content that provides culturally tailored information to LGBTQ+ community members, addressing issues such as sexual and gender identity, coming out, relationships, social connection, sexual health, HIV, cervical screening, and reproductive health with a focus on the specific needs of subgroups including Aboriginal and Torres Strait Islander individuals, culturally and linguistically diverse backgrounds, trans and gender diverse people, and those from rural and remote areas.

**Who are we looking for?**

* A creative and enthusiastic digital content creator with a passion for the health and wellbeing of our communities.
* Someone with a keen eye for detail, and outstanding written and verbal communication skills to excel in the planning, execution, monitoring and reporting on activities and campaigns that expand the reach of health promotion projects beyond ACON's current audience.
* Someone with sound technical skills using social media platforms and other technologies, including demonstrated capacity to effectively administer online communities.

**What else can we tell you?**

ACON provides a diverse, nurturing, and fun workplace. Our employees and volunteers are the foundation for our ongoing effectiveness and for our capacity to deliver innovative community engagement and health promotion programs and initiatives for our communities.

To support the successful candidate in their new role at ACON we offer:

* Flexible working arrangements.
* Generous learning and development opportunities.
* Potential for tailored mentoring opportunities.
* Supportive working environment with a knowledgeable and friendly team.

**What’s the remuneration and working details?**

**Salary**: $69,924.40 to $80,444.00 (*Gross per-annum, PLUS* S*uperannuation and Leave Loading*) – commensurate with skills, qualifications, and experience.

**Location**: ACON’s Gadigal/Sydney Office, with flexible working options a possibility (away from the office).

**Hours:** Full-Time (70 hours per fortnight).

We offer flexible working arrangements and a generous array of entitlements often above the National Employment Standards (NES) including:

* Salary Packaging up to $35,000 gross up value (i.e., currently up to $15,900 Expenses + $2,650 Meals, tax free).
* Generous pro-rata leave entitlements – including up to an extra week of paid leave for full time employees to be taken during our Christmas and New Year’s shutdown period.
* Employee Assistance Program (EAP) – access to a comprehensive counselling service free to employees.

**How to apply:**

If this sounds like you, we invite you to apply to join our team and help us make a meaningful impact on the lives of those we serve. By joining us, you will be part of a mission to create a healthier and more inclusive community.

We’d love someone who has experience already in this area but people with the capacity to grow, learn and a passion for the cause are more than welcome to apply. We highly encourage Aboriginal and Torres Strait Islander people, people from CALD backgrounds, people with disability, and people of all genders to apply.

For more information on the role, please contact Scott McNaughton, Manager, Community Partnerships and Priority Population Programs, via email at smcnaughton@acon.org.au (02) 9206 2076.

If this sounds like the position and organisation you’ve been looking for, find out how to apply at www.acon.org.au/jobs.

All applications must include:

1. Your completed *ACON Employment Application Form* – with all the details filled in where requested;
2. Your *Cover Letter* outlining how you meet the *Selection Criteria* (max. 3 pages); and
3. Your *Resume* (max. 3 pages).

**Applications close: Sunday 3rd November 2024**

We are grounded in the belief that diversity is our strength, our differentiator, and at the core of who we are and what we do. As part of our commitment to inclusion, we encourage applications from people living with HIV, Aboriginal and Torres Strait Islander people and LGBTQ people from culturally, linguistically and ethnically diverse, migrant and refugee backgrounds, and LGBTQ people of colour.

[www.acon.org.au](http://www.acon.org.au)

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| APPROVED: Director, HIV&SH | Digital Engagement Officer – Word on the Sheets | Sep 2024 |

**POSITION DESCRIPTION**

**Position Title:** Digital Engagement Officer – Word on the Sheets

**Work Level:** Operational

**Reports To:** Team Leader, LGBTQ+ Women’s Health Programs

**Direct Reports:**  This position does not have any employees reporting into it

**Position Overview**

The Digital Engagement Officer is responsible for developing and implementing digital strategies to support the project, *Word on the Sheets*, aimed at improving health outcomes for LGBTQ+ women across Australia. This role involves creating and coordinating digital content, engaging with online communities, and ensuring the project's digital presence is effective and aligned with its objectives. This project will build Australia's pre-eminent evidence-based online hub for accessible, inclusive and relevant sexual and reproductive health information for all LGBTQ+ women from diverse backgrounds that is endorsed and supported by key health, community and research stakeholders from across the country.

**About the LGBTQ+ Women’s Health Programs Team**

The LGBTQ+ Women’s Health Programs Team enage with our communtities to develop the skills, knowledge and capacity of LGBTQ+ women and their communities to make informed choices about their sexual health and wellbeing. *Word on the Sheets* is an online hub for accessible, inclusive and relevant sexual and reproductive health information for all LGBTQ+ women from diverse backgrounds that is endorsed and supported by key health, community and research stakeholders from across the country.

**Main Activities**

* Develop a social media strategy, content plan and ongoing evaluation matrix to build an engaging and interactive media presence and online hub that caters to the needs of LGBTQ+ women including sexual and reproductive health, including:
	+ Social media and online monitoring, in particular:
		- Content research and creation, monitoring and moderating followers’ interactions, response creation to followers on social platforms (such as Facebook, Instagram, TikTok and YouTube).
		- Website blog: content research, creation and publishing.
		- Social Media Q&A: monitoring and moderating questions, response creation and publishing.
		- Image and graphic creation or design to support social media and blog content.
	+ Social marketing campaign implementation:
		- Providing logistical support for market research in both pre-test and post evaluation phases of campaigns.
		- Coordinating the production of digital and social advertising elements.
		- Produce digital content with third party content producers to and shepherd them through ACONS approval process.
* Collaborate with project staff, key stakeholders and community to design, implement, and evaluate a comprehensive online hub providing sexual and reproductive health information for LGBTQ+ women.
* Deliver content that provides culturally tailored information to LGBTQ+ community members, addressing issues such as sexual and gender identity, coming out, relationships, social connection, sexual health, HIV, cervical screening, and reproductive health with a focus on the specific needs of subgroups including Aboriginal and Torres Strait Islander individuals, culturally and linguistically diverse backgrounds, trans and gender diverse people, and those from rural and remote areas.

**Main Activities** (continued)

* Plan, execute, monitor and report on activities and campaigns that expand the reach of health promotion projects beyond ACON's current audience.
* Champion the development and sustained implementation of diversity and inclusion initiatives within the workplace, actively promoting a culture that respects, celebrates and cultivates differences among staff and volunteers.
* Develop and maintain relationships with external stakeholders in the health sector and community to build health promotion partnerships and enhance capacity to create targeted content and meet the health needs of LGBTQ+ women.
* Provide support, if required, to ACON’s CheckOUT clinic and cancer screening and prevention campaign: <https://canwe.org.au/staying-healthy/cervical-screening/>.
* Champion the development and sustained implementation of diversity and inclusion initiatives within the workplace, actively promoting a culture that respects, celebrates and cultivates differences among staff and volunteers.
* Actively participate in and contribute to an ongoing process of unit meetings, team meetings, general staff meetings, quality improvement and professional development strategies.
* Perform other duties to assist with the work of the unit as requested by your supervisor (or designate).
* Have an understanding of, and commitment to, ACON’s broader communities, particularly people with HIV, and their needs.

**Selection Criteria**

**Essential:**

1. Well-developed understanding and sound technical skills using social media platforms and other technologies, including demonstrated capacity to effectively administer online communities.
2. Highly proficient with Photoshop, Illustrator, or other graphics editing software.
3. Excellent interpersonal skills including written, presentation and oral communication skills, with the ability to create engaging and culturally sensitive content.
4. Experience with digital analytics tools and the ability to interpret data to inform strategy.
5. Ability to work independently and as part of a collegiate team.
6. High level interpersonal skills including excellent written, presentation and oral communication skills.
7. Evidence of Covid 19 Vaccination, in addition to any other vaccination required to perform the role.

**Desirable:**

1. Relevant qualifications in Digital Media, Communications, Marketing, social science, health, sexual and reproductive health, adult education, community development or a related field.
2. Experience developing health promotion programs or projects.
3. Experience working with LGBTQ+ communities and/or women’s health services.

**Additional Information**

This is a full time, fixed term funded position, with the possibility of extension.

**How do I apply?**

You must email us the following three documents in MS-Word or PDF format to vacancy@acon.org.au:

* + 1. **Your completed ACON application form – with all the details filled in**

You can download this at <https://www.acon.org.au/about-acon/jobs/>

* + 1. **Your Cover Letter outlining how you meet the Selection Criteria**

Tell us how you meet each of the Selection Criteria in the Position Description in detail.

Tell us how your skills and experience relate to the requirements of the role and how you’d use them to excel in this job.

To do this, please address each criterion separately. You should use statements with examples that clearly demonstrate your competency in a particular area.

Applicants who do not demonstrate that they meet the requirements of the position will not be invited to attend an interview.

* + 1. **Your Resume**

Tell us about your current and previous employment and your education. Be sure to include:

1. Your **Name**, **Contact Details** and preferred **Pronouns**.
2. Your **Education** including any degrees you have received, the institution and its location and the date of your graduation. You might also want to include your major/minor fields, any honours, and publications.
3. Your **Work Experience** including jobs, internships, and volunteer work.

**How does recruitment work at ACON?**

There are five main steps in the process:

**1) Application**

ACON receives your application, cover letter and resume. You will receive an email acknowledging receipt of your documents.

**2) Shortlisting**

A selection panel of 2-4 qualified persons will review all the applications and offer interviews to those applicants whose applications best address the requirements of the position.

**3) Interview**

If you are shortlisted for interview, you will be contacted by the Recruiting Manager and invited to an interview. Your interview may take the form of a question-and-answer session, a presentation of your previous work, a test of your computer skills, or any other form that is relevant to the position. The Recruiting Manager will let you know the format of the interview and any documents, presentations, or examples of previous work that you might need to bring with you.

**4) Offer**

Appointments to positions with ACON are based on merit. This means that the applicant who is judged to be the most qualified and capable of carrying out the duties of the position will be offered the role. The decision to make you an offer is based on your written application, your performance at interview, and successful Referee Checks, Criminal Record Checks, Proof of Vaccination and Working with Children Checks (if applicable).

**5) Acceptance and Commencement**

Once a salary and start date have been agreed, you will receive a commencement pack from the People and Culture Team including your contract and other documents (E.g., the ACON Code of Conduct, Tax File Declaration, Bank Deposit details, Superannuation Choice forms, etc.). Once these are returned to the People and Culture team, you are ready to start work on your agreed date.

**How long does it take to hear back on my application?**

If you have applied via email, you will be sent a return email within 1-3 business days acknowledging receipt of your application, and informing you of the date by which all successful applicants will be notified they have progressed to the next stage of the recruitment process. If you have not been contacted by this date, then unfortunately your application has not been successful.

If you are successful in gaining an interview, the Recruiting Manager will contact you to arrange a suitable date and time for interview. If you are not selected for an interview, you will not receive any further notifications regarding your application for this role. We appreciate the time you took to respond to our advertisement, and for your interest in ACON, and encourage you to apply for future roles that are advertised that fit your skills, experience, and qualifications.