

## Senior Communications and Marketing Officer (6 month contract)

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### Cairns

#### About us

Northern Queensland Primary Health Network (NQPHN) is one of 31 regionalised and independent PHNs established nationally by the Commonwealth Department of Health to provide local communities with better access to improved primary healthcare services.

The NQPHN region extends from St Lawrence in the south coast, up to the Torres Strait in the north, and west to Croydon and Kowanyama.

NQPHN aims to improve health outcomes for all residents by supporting, investing in, and working collaboratively with local Hospital and Health Services, the primary healthcare sector, local government areas (LGAs), other health organisations, and the wider community.

Find out more about NQPHN at [www.nqphn.com.au](http://www.nqphn.com.au)

#### The role

The Senior Communications and Marketing Officer is responsible for coordinating and designing a broad range of hands-on communication tasks, particularly website maintenance, graphic design, social media, editing, formatting of formal reports, media monitoring, and writing articles for newsletters, media, and other NQPHN communications. The position also includes coordinating and designing various internal and external communication collateral and digital advertising, as well as marketing and promotional collateral for a range of NQPHN products, services, sponsorships, and educational programs as required by the organisation.

- Develop and implement communication, marketing strategies, and public relations initiatives relating to NQPHN.
- Monitor and support a consistent and professional standard across company language, style, and branding in line with the NQPHN Style Guide and PHN Branding Guidelines, to both NQPHN teams and external stakeholders.
- Take ownership over NQPHN website and perform maintenance as required by the organisation. Manage and create content for the website, in liaison with key NQPHN staff.
- Draft, prepare, and distribute written and visual material for information or publication internally and externally.
- Maintain newsletter contact database, Staff Intranet, and NQPHN social media accounts.
- Design and develop online campaigns and marketing initiatives through the website and social media, including creative and technical development.
- Advise NQPHN staff on the most effective use of online tools for campaigning and communications.



*NQPHN acknowledges the Aboriginal and Torres Strait Islander peoples as Australia's First Nation Peoples and the Traditional Custodians of this land. We respect their continued connection to land and sea, country, kin, and community. We also pay our respect to their Elders past, present, and emerging as the custodians of knowledge and lore.*



- Work with stakeholders to support co-design and development of collateral to align with NQPHN's priorities.
- Support the Communications and Marketing Manager to deliver organisation-wide solutions, including social media, website, and newsletter management.
- Design key corporate publications (from provided content) such as the Annual Report, Health Needs Assessment, Health Infographics, and Style Guide.
- Provide written and verbal advice on graphic design requirements.
- Liaise with printers and other external stakeholders on print and design related jobs, from quote through to delivery.
- Maintain Graphic Design folder and job log on network drive with assistance from the Communications and Marketing Officer.
- Develop and maintain effective relationships with key partners and stakeholders.

### Key selection criteria

- Tertiary qualification and at least three years relevant work experience in a communications, marketing, journalism, or design role.
- High level written and verbal communication skills, with the ability to write compelling content that turns complex information into clear, accurate, and relevant copy.
- Demonstrated experience in website management, including using Content Management Systems and website analytics, with experience in Drupal and SharePoint desirable.
- Demonstrated experience across multiple social media platforms, including experience in social media advertising and social media management platforms.
- Deliver the highest standards in graphic design and produce cutting edge creative content, for both print and digital, that accurately represents the expectations of NQPHN.
- A high level of proficiency and maintain advanced knowledge in Adobe Creative Suite (including InDesign, Illustrator, and Photoshop).

If you are looking for the opportunity to be part of a passionate and driven team and contribute to achieving our mission of 'Northern Queenslanders live happier, healthier, longer lives,' we'd love to hear from you.

**NQPHN aims to be an employer of choice for Indigenous Australians, and we encourage Aboriginal and Torres Strait Islander people to apply for this role.**

For further information on this position and to view the position description, please visit our website: [bit.ly/nqphn-vacancies](https://bit.ly/nqphn-vacancies)

### Your application should include:

- Cover letter addressing the key selection criteria (no more than two pages).
- Your resume.

To submit an application for this position, please send your application to [recruitment@nqphn.com.au](mailto:recruitment@nqphn.com.au)

Applications close Tuesday 25 July 2023 at 5pm.