



### POSITION DESCRIPTION

<b>Position Title</b>	Health Promotion Officer
<b>Position Status</b>	Permanent Part Time
<b>Reports To</b>	Marketing & Engagement Manager
<b>Number of Hours</b>	30.4 hours per week
<b>Department</b>	Marketing & Engagement
<b>Location</b>	Box Hill
<b>Direct Reports</b>	Nil
<b>Award &amp; Classification</b>	NES
<b>Date Reviewed</b>	27/10/2021
<b>Next Review Date</b>	07/06/2022

### POSITION PURPOSE

The primary role of the Health Promotion Officer (HPO) is to contribute to the high quality health promotion activities and communication materials that support FPV in improving the sexual and reproductive health of the community with particular reference to priority populations. The HPO will actively contribute to the design, development, implementation, and evaluation of FPV's health promotion plan as well as identify and build strategic partnerships that further FPV's reach and impact.

The responsibilities of the role include:

- Coordination and implementation of health promotion activities across FPV including developing resources, communications, content, and community events.
- Under the guidance of internal subject matter experts, and/or advisory/networking groups, develop or refine community education collateral, topic specific resources and targeted messaging so that they are accessible and culturally appropriate.
- Development and implementation of health promotion campaigns that address ongoing or emerging reproductive and sexual health issues.
- In collaboration with FPV leadership team, contribute to the setting of FPV health promotion priorities and the achievement of FPV health promotion strategic objectives.
- Identify, build, and maintain strategic partnerships in support of FPV brand, business development activities and in expanding FPV's reach and impact.

### SPECIFIC ACCOUNTABILITIES

Include but are not limited to:

#### **Health Promotion and Communication**

- Using a recognised evidence-based framework, plan, develop, deliver, and evaluate the effectiveness of health promotion activities and communications.
- Incorporate evaluation results to continuously improve FPV's materials, content, and service delivery and to inform health promotion priorities.

#### **Marketing & Engagement**

- Lead content development / update for youth sexual and reproductive health digital resources (including FPV's IRL app).
- Develop and actively manage a stakeholder matrix of health promotion channel partners, identifying opportunities and risks to increasing FPV reach and impact.

<ul style="list-style-type: none"> <li>• Production, coordination and curation of health promotion resources and content that are consistent, accessible, and accurate. Materials include but are not limited to video content, digital print, and press releases.</li> <li>• Liaise with internal teams (particularly service delivery teams) to embed an approval process of health promotion materials leading to a joint ownership of content.</li> <li>• Contribute to the creation of internal and external digital newsletter communications with department leads.</li> <li>• Represent FPV at existing and emerging network meetings and community events that are relevant to the role and specific to sexual and reproductive health.</li> <li>• Monitor, analyze and interpret changes and trends in the sexual and reproductive health sector providing insight to the organisation.</li> <li>• Contribute expertise in support of grant and funding applications.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify, develop, and maintain partnerships, cross promotion opportunities and strategic alliances with relevant community / advocacy groups and networks pertinent to channels of health promotion.</li> <li>• Contribute to 12-month marketing activations calendar, to help expand engagement and ensuring we are in marketing at times of key relevancy (i.e., IDAHOBIT Day).</li> </ul> <p><b>General</b></p> <ul style="list-style-type: none"> <li>• Commit to best practice and continuous improvement in all aspects of program delivery.</li> <li>• Participate in the review of relevant service procedures and work instructions, including policy implementation.</li> <li>• Contribute to attainment / retention of QIC and HSS accreditation and program audits / reviews together with the QC and Risk Coordinator.</li> <li>• Participate in ad hoc projects as assigned from time to time.</li> </ul>
--	---

POSITION DIMENSIONS / PERFORMANCE TARGETS	
Position Dimensions	Performance Targets
Active coordination of health promotion activities, communications, and events.	On-going
Deliver rolling 12 month plan of Health Promotion activities aligned with priorities and funding commitments.	Quarterly / Annual Plan
Active management of Stakeholder Engagement Matrix	Enduring
Health Promotion outcomes aligned with organisation priorities	On-going / Project by project
Collaboration with Service Delivery areas	On-going
App Content Curation & Development	On-going
Accuracy	Aim for 100% Accuracy
Meeting deadlines for submissions	(e.g.) All deadlines need to be met 92% of the time, whether it be weekly, monthly, or annually

RELATIONSHIPS	
Internal	External
Marketing and Engagement Team	Not-for-profit agencies
Data Analyst (currently external agency)	State funding agencies
Schools & Community Team	Community groups
Clinical Education Team	Corporate and strategic alliances
Clinical Services Team	Other Health Promotion organisations or like-minded organisations
Executive Management Team	
Research Manager	

## EXPERIENCE / QUALIFICATIONS

Experience	Qualifications
Demonstrated understanding of health promotion frameworks and their application to reproductive and sexual health.	Tertiary qualification in health promotion or related field.
Experience in identifying and establishing partnerships and collaboration that support health promotion priorities.	Current National Criminal Police Check
Proven experience in designing, implementing, managing, and evaluating health promotion activities & projects.	Current Employee Working with Children Check
Demonstrated ability to translate evaluation outcomes to improvements in process and practice.	Current Australian Drivers Licence
Demonstrated ability to influence organisation focus to reflect public sector health policy, priorities, and emerging trends.	
Demonstrated ability to effectively leverage digital assets in health promotion.	
Strong understanding of health communication with priority populations and the reproductive and sector health sector.	

## SKILLS

Highly evolved interpersonal skills	The ability to prioritise and meet demanding timelines
Highly developed communication skills (both written and spoken)	Well developed organisational skills and experience in working on multiple tasks whilst managing competing priorities
Refined computer literacy including expertise with Microsoft Office and internet research skills	

## KEY LEADERSHIP COMPETENCIES

Choose Correctly	Identify Improvements
Serve the Customer	Perform the Work
Relate to Others	Communicate with Others
Perform Ethically	Adapt and Learn from Experience

## NOTES

- Statements included in this position description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all-inclusive. The company may require you to undertake additional responsibility's or work in other areas to those outlined in this position description subject to business requirements and your skills and competencies.
- Diversity & Equal Opportunity  
FPV is committed to providing respectful, inclusive services and work environments where all individuals feel accepted, safe, affirmed and celebrated. With our commitment to embracing diversity and eliminating all forms of discrimination in the provision of reproductive and sexual health services, we welcome all people irrespective of cultural or linguistic background, sexual orientation, gender identity, intersex status, religion or spiritual beliefs, socio economic status, age or abilities.
- A statutory requirement of every role requires that you ensure awareness and compliance with all legislation that impacts your work area, i.e. Work, Health & Safety.

**INCUMBENT STATEMENT**

I \_\_\_\_\_ (Incumbent Name) have read, understood and accepted the above Position Description.

Signed: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_