

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 engage with our communities 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.
- ✓ Plan, execute, monitor and report on activities and campaigns that expand the reach of health promotion projects beyond ACON's current audience.

POSITION DESCRIPTION



Main Activities (continued)

- ✓ 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.

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