



## POSITION DESCRIPTION AND DUTY STATEMENT

<b>Position:</b>	Communications & Digital Marketing Specialist
<b>Responsible to:</b>	CEO
<b>Location:</b>	Wollongong
<b>Hours:</b>	30 hours per week
<b>Classification:</b>	Award free. Covered by National Employment Standards. (\$43.81 per hour)
<b>Note:</b>	Flexible work arrangements. Plus, generous salary packaging options that can increase your take home pay by paying certain expenses using pre-tax dollars up to \$15,900 a year, and Meal & Entertainment benefits up to \$2650 per year.  You must be an Australian citizen or a permanent resident or have unlimited working rights in Australia to apply for this position.

### About Healthy Cities Australia

Healthy Cities Australia is a non-profit organisation dedicated to creating healthy, sustainable, and equitable communities across Australia. As a rebranded evolution of Healthy Cities Illawarra, the organisation brings decades of experience in place-based public health initiatives, environmental health, active transport, food security, and community wellbeing. Healthy Cities Australia works in partnership with local governments, academic institutions, health services, and community organisations to create impactful, scalable solutions that improve population health.

### About the Healthy Cities Approach

The World Health Organization (WHO) Healthy Cities approach is a global movement that promotes health and well-being by integrating health considerations into urban planning, governance, and community development. It recognizes that the environments in which people live, work, and play significantly influence their health outcomes.

## Healthy People. Healthy Cities



### Healthy Cities Illawarra Inc (T/A) Healthy Cities Australia

ABN 83 964 176 052

6-10 Princes Hwy, Fairy Meadow NSW 2519

PO Box 607 Fairy Meadow NSW 2519

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

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#### Key Principles of the WHO Healthy Cities Approach:

1. **Health as a Priority:** Health is not just about healthcare services but also about the social, economic, and environmental factors that shape well-being.
2. **Equity and Inclusion:** Reducing health inequalities by addressing the needs of vulnerable and disadvantaged populations.
3. **Intersectoral Collaboration:** Engaging governments, health agencies, businesses, and community organizations to create policies that promote healthier living conditions.
4. **Community Participation:** Encouraging residents to take an active role in shaping policies and programs that impact their health.
5. **Sustainability and Resilience:** Ensuring urban environments are designed for long-term health benefits, including access to green spaces, active transport, clean air, and safe housing.
6. **Evidence-Based Decision Making:** Using research and data to guide policies and interventions that improve public health.

#### Position Purpose

The Communications & Digital Marketing Specialist plays a pivotal role in shaping, delivering, and elevating Healthy Cities Australia's (HCA) communication and engagement strategies. This position leads the planning and execution of digital and social media communications, oversees content creation, and ensures consistent, impactful messaging across all platforms.

A key focus of the role is growing HCA's national reach and influence by driving the expansion of the membership program and strengthening relationships with stakeholders, partners, and community networks. The coordinator develops targeted communication initiatives that enhance visibility, foster engagement, and support income-generation goals.

Working closely with the CEO and Program Leads, this role contributes to strategic communication planning, supports program teams to amplify their initiatives, and helps position HCA as a leading voice in creating healthier, more equitable cities and communities across Australia.

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## Key Role Responsibilities

Function	Activities
<b>Marketing and Communication</b>	<ul style="list-style-type: none"> <li>• Lead, develop and execute social media strategies across Facebook, Instagram, and LinkedIn.</li> <li>• Manage and create content for HCA's newsletters, website blog, and email marketing campaigns.</li> <li>• Plan, execute, and optimise Facebook Ads campaigns to promote HCA's programs, events, and initiatives.</li> <li>• Implement SEO strategies to enhance website visibility and drive organic traffic.</li> <li>• Collaborate with Program Coordinators to gather stories and program updates for content creation.</li> <li>• Maintain and update HCA's website, ensuring relevant and engaging content.</li> <li>• Manage community engagement campaigns to increase public participation and awareness.</li> <li>• Develop and maintain a content calendar to ensure a strategic and cohesive approach across platforms.</li> <li>• Track and analyse performance metrics to refine and improve engagement strategies.</li> <li>• Coordinate radio advertisements and liaise with external advertising agencies for promotional campaigns.</li> </ul>
<b>Strategy &amp; Business Development</b>	<ul style="list-style-type: none"> <li>• Work closely with the CEO to develop and refine HCA's stakeholder engagement and marketing strategy.</li> <li>• Identify opportunities for brand positioning, digital storytelling, and audience engagement.</li> <li>• Research emerging trends in digital marketing, public health communication, and nonprofit branding.</li> <li>• Develop and test new digital formats, including short-form video, live content, and interactive media.</li> <li>• Plan and execute external advertising initiatives, ensuring alignment with HCA's brand and messaging.</li> </ul>
<b>Business Planning &amp; Reporting</b>	<ul style="list-style-type: none"> <li>• Create reports on social media, email, and website performance with insights and recommendations.</li> <li>• Analyse Facebook Ad campaign results and adjust strategies for better outcomes.</li> <li>• Contribute to annual planning and strategy discussions, ensuring marketing efforts align with organizational goals.</li> <li>• Track community engagement trends to identify opportunities for improvement and innovation.</li> </ul>

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	<ul style="list-style-type: none"> <li>• Lead the compilation of content, design and promotion of the Annual Reports.</li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Lead communications training for internal staff, providing best practices and guidelines.</li> <li>• Act as the primary contact for media, marketing and communications, ensuring alignment across teams.</li> <li>• Guide and support staff, volunteers or interns working on the use of Canva, social media and traditional media</li> <li>• Use evaluation data to inform messaging improvements and future planning.</li> </ul>
<b>Systems &amp; Procedures</b>	<ul style="list-style-type: none"> <li>• Monitor and maintain brand and style guidelines for consistent messaging across platforms.</li> <li>• Optimize internal workflows for content creation, approvals, and publishing.</li> <li>• Implement email marketing automation and segmentation to improve engagement.</li> <li>• Maintain a database of media contacts, partnerships, and community networks.</li> </ul>
<b>Advocacy &amp; Stakeholder Engagement</b>	<ul style="list-style-type: none"> <li>• Create and distribute press releases for significant HCA events, programs, and initiatives.</li> <li>• Build and maintain relationships with journalists, bloggers, and media organizations.</li> <li>• Identify and develop strategic partnerships to expand HCA's visibility and impact.</li> <li>• Represent HCA in community and industry events, promoting key messages and initiatives.</li> <li>• Liaise with external advertising partners, including radio stations, print media, and digital ad platforms.</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• Participate and contribute to team meetings, strategic and corporate planning meetings, teamwork plans etc</li> <li>• Initiatives as directed</li> <li>• Identify and attend professional development training as appropriate (for self and others)</li> </ul>
<b>Workplace Health and Safety</b>	<ul style="list-style-type: none"> <li>• Takes reasonable care at all times for their own health and safety and that of others who may be affected by their conduct.</li> <li>• Is responsible at all times for maintaining a safe and healthy work environment for all, including infection protocols.</li> <li>• Is responsible for principles and practices of self-care and personal time management.</li> <li>• Ability to safely drive a vehicle to various locations throughout the Illawarra.</li> </ul>

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- Physical ability to pack, carry, move items in a safe manner.

### Professional Capabilities:

- Strategic Communication Planning: Ability to develop and execute communication and marketing strategies aligned with organisational goals, programs, and growth priorities.
- Digital Marketing Expertise: Skilled in planning, managing, and optimising Facebook Ads, Google Ads, SEO, and digital campaigns to increase visibility, engagement, and conversions.
- Content & Brand Management: Strong capability in creating cohesive, high-quality content and storytelling that strengthens brand presence and communicates organisational impact.
- Membership Growth & Engagement: Proven ability to design and implement targeted campaigns that attract, engage, and retain members, supporting revenue and community-building goals.
- Stakeholder Engagement & Relationship Building: Demonstrated aptitude for fostering positive relationships with stakeholders, partners, and community networks to expand influence and opportunities.
- Project & Budget Management: Extensive experience planning, delivering, and monitoring projects, including reporting, managing budgets, and coordinating marketing activities.
- Data-Driven Decision Making: Ability to analyse performance metrics, interpret insights, and refine communication strategies to maximise reach and outcomes.
- Leadership & Internal Capability Building: Communicates effectively and confidently leads, supports, and trains internal teams on best-practice communication and marketing methods.
- Critical Thinking & Accountability: Strong problem-solving skills with the ability to identify issues, take ownership, and implement practical solutions with minimal supervision.

### Skills and Qualifications

- Bachelor's degree or equivalent experience in Marketing, Communications, Digital Media, Public Relations, or a related field.
- Experience working in nonprofit, community, or public health sectors (preferred).
- Proven experience in social media management, content creation, and digital advertising.
- Knowledge of marketing analytics tools, email automation platforms, and CRM systems.

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- Strong understanding of branding, messaging, and audience engagement strategies.
- Ability to develop and implement effective communication strategies that align with organisational goals and drive engagement.
- Skilled in creating, managing, and optimising Facebook Ads campaigns to promote programs, events, and initiatives, ensuring maximum reach and engagement.
- Strong writing and storytelling skills for newsletters, blog posts, social media captions, and press releases, maintaining a consistent brand voice.
- Experience in updating and managing websites, ensuring content is relevant, engaging, and optimised for search engines.
- Proficient in email marketing platforms (e.g., Mailchimp), including audience segmentation, campaign automation, and performance tracking.
- Ability to coordinate radio ads, print ads, and external media partnerships, ensuring alignment with marketing campaigns and organisational messaging.
- Experience collaborating with program coordinators, partners, and community organisations to amplify awareness and reach.
- Ability to track and measure key performance indicators (KPIs) across social media, website, email campaigns, and digital ads, using insights to optimise strategies.
- Strong organisational skills to manage multiple projects, deadlines, and marketing initiatives, with experience leading and mentoring volunteers or interns in communications tasks.

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