

COMMUNICATIONS OFFICER



The Gastroenterological Society of Australia (GESA) is the peak membership organisation for Australian healthcare professionals and researchers working in the fields of gastroenterology and hepatology.

As a society GESA sets, promotes and continuously improves the standards of clinical practice in gastroenterology and hepatology throughout Australia.

GESA works closely with its members to provide training, drive research and ensure the highest standards are set when it comes to patient care.

As the chief advocacy group GESA works with the Federal and State Departments of Health and other policy-setting organisations to promote the highest standards in research, education, patient care and clinical practice

GESA members represent the organisation on committees and advisory groups whose purpose it is to shape the future of gastroenterology and hepatology in Australia.



GESA is a not-for-profit organisation

Contact Us

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Position Description				
Job title:	Communications Specialist - Contract			
Tenure:	6 Month contract			
Location:	Level 1, 517 Flinders Lane, Melbourne, Victoria 3000			
Reports to:	Communications Manager			
Direct Reports:	None (This may change from time to time as required by GESA)			
Overview of GESA				
The Gastroenterological Society of Australia (GESA) is the peak professional organisation for gut and liver health in Australia. GESA sets, promotes and continuously improves the standards of practice, training and research in gastroenterology and hepatology in Australia.				
Our Vision				
To be the peak body ensuring gastrointestinal and liver health for all.				
Our Mission				
To optimise gastrointestinal and liver health for every Australian.				
Our Values				
Knowledge through education and research. Ethical best practice based on compassion, respect, equity and diversity. Support our members, patients and community.				
Our Strategic Priorities				
Service	Best Practice	Research	Education	Advocacy and Professional Affairs
<i>Working towards optimising gut health for all Australians</i>				
Position Level and Grade				
Levels and grades are determined based on the work requirements (responsibilities and key accountabilities) of the role. This includes the skills/competencies, qualifications, and experience required to successfully achieve the requirements the role.				
Level 4 Grade 2 - Officer				
Salary Range				
\$80,000 - \$90,000				

Position Summary (primary purpose)

The Communications Specialist is responsible for developing content to be published across GESA'S various channels including member communications, event promotion and awareness campaigns. They will also be responsible for monitoring, curating, and posting content to GESA's social media channel (LinkedIn) and website.

The role will help GESA achieve its [Strategic objectives](#) by focusing on GESA's Strategic goals as they relate to:

Service

Goal: To understand and serve the needs and concerns of our members, patients and the community.

Best Practice

Goal: To support the highest standard in GI and Liver clinical practice.

Research

Goal: Promote, facilitate and fund high value investigator-initiated research conducted by our membership.

Education

Goal: Provide contemporary, evidence-based GI and Liver education and training tailored to our members, patients and community.

Advocacy and Professional Affairs

Goal: Represent our members, patients and community to all agencies to ensure we all provide high quality, equitable GI and Liver related healthcare.

Key Accountabilities

1. Social Media

- Curate and create content for posting on our social media channels
- Drive engagement across our social media channels to increase the number of followers, likes, comments and shares
- Partner with Secretariat conduits to the Board, faculties, and consumer groups to develop effective content
- Produce high-quality, visually engaging, and on-brand content
- Prepare monthly social media performance reports
- Monitor social media channels and respond to mentions of GESA and its members to either maximise the positive impact, or mitigate against potential negative impact, of any post
- Monitor social media channels for competitor/likeminded group mentions and activity and assess GESA's performance in comparison
- Escalate issues to Senior Communications Manager
- Stay abreast of trends in social media and make recommendations for improvement

2. Branding and Creative Content

- Develop and manage Communications Assets available to the business (e.g., templates, logos, photo collections etc.)
- Develop campaigns to drive event participation
- Develop campaigns for effective distribution of Professional and Patient Resources
- Ensure all communication adheres to branding guidelines

3. Member Communications

- Develop and broadcast communications as required
- Coordinate Snapshot and Education Update EDMs
- Work with faculties to ensure member communications requests are executed appropriately
- Support the Secretariat in creating Member communications, including emails, marketing material and multimedia

4. Web Properties

- Assist with website refresh project
- Maintain current GESA Website to ensure all content is up to date and accurate
- Complete monthly reporting on web site usage
- Post news stories and other related content at regular intervals
- Review and approve all new content posted on the site to ensure suitability and accuracy

5. PR

- Monitor GESA brand across industry publications and digital channels to determine the impact of PR stories, and report to Communications Manager and CEO
- Assist with the development of PR stories

6. General

- Work with the GESA Secretariat team on all projects and activities as required
- Be responsible for communicating effectively and in a timely manner on all active projects
- Build positive and lasting relationships with all internal and external stakeholders
- Provide support to the Communications Manager as required
- Actively suggest innovative ideas and improvements
- Liaise with faculty and focus area leads to assist with their communication needs
- Ensure all required reporting is done in a timely and accurate manner
- Distribute media alerts to internal stakeholders as appropriate
- Assist with the development of educational material for staff to upskill themselves on communication matters
- Provide on-the-ground support at events as required

Selection Criteria

Education / Qualifications

- Tertiary qualifications in, Communications, Marketing or Business is essential

Skills, Knowledge and Experience

- Exceptional writing and editing skills, with the ability to write both brief and in-depth content
- Digital production capabilities, including photography, videography and Adobe Creative Suite
- Ability to set a plan and work to it
- Excellent computer skills, including experience with the Microsoft Office 365 suite, SharePoint, social media and websites
- Social Media / Brand / Communications / Project Management
- Website content management
- A well-established understanding of Adobe Creative suite
- An in-depth understanding of Office365 and the Microsoft SharePoint 2016
- Change management and knowledge of NFP/Healthcare advantageous

Personal Qualities/Attributes

- Advanced consulting skills to develop strong relationships across the organisation.
- Outstanding analytical, time management and organisational skills

Other Requirements

- Current and valid driver license
- National police check
- Permanent resident of Australia or hold a valid employment visa
- Capacity to work out of usual business hours and travel as required
- Eligibility for membership of, or registration by, a professional body appropriate to the duties of the role
- Ability to represent GESA at external meetings/events as required
- Keep abreast of developments which may impact GESA and advise GESA of the potential impact.

Certification

I am satisfied that this position description accurately describes the requirements of the position.

Signature & Date

JACQUI O'BRIEN, CEO, GESA

I have read this document and agree to undertake the duties and responsibilities listed herein. I understand that I may be required to undertake additional duties and responsibilities as required from time to time.

Signature & Date

NAME SURNAME



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ANNA HAZEWINKEL, HR BUSINESS PARTNER
RECRUIT SAFE

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