

# Position description

## COMMUNICATIONS OFFICER

<b>Role title:</b> Communications Officer	<b>Status:</b> Fixed term until 30 June 2026
<b>Location:</b> Richmond (opposite Richmond station) and work from home	<b>Hours:</b> full time (38 hours per week)
<b>Reports to:</b> HEAS Program Manager	

## About National Nutrition Foundation

National Nutrition Foundation is an independent, national not-for-profit organisation that enables Australians to enjoy nutritious foods and drinks through collaborations, programs and services, and advocacy initiatives. National Nutrition Foundation is a new brand, with a proud 45-year history.

Our flagship programs; the [Healthy Eating Advisory Service](#) and the [School Nutrition Advisory Program \(FreshSNAP\)](#) are statewide initiatives supported by the Victorian and Western Australian Departments of Health to create healthier food environments. The Nutrition Programs & Services unit provides nutrition expertise and services to a range of stakeholders including government departments, food industry, non-government organisations, community organisations and consumer groups.

## The role

The purpose of this role is to lead and implement communications strategies and activities that support the successful delivery of the Healthy Eating Advisory Service (HEAS) and Fresh School Nutrition Advisory Program (FreshSNAP).

Key accountabilities include:

- Engaging with the HEAS and FreshSNAP team to plan, write and edit educational resources, such as facts sheets, web content, and video scripts.
- Write and/or edit promotional communications, including news articles, media releases, social media copy.
- Developing communication plans for projects and campaigns as required.
- Supporting strategies to increase website traffic, drive usage of our online tools, resources and services.
- Proactively establishing and nurturing relationships with peers in partner organisations, media and the public sector.

- Providing accurate communications reports for monthly, quarterly and annual reporting as required.

### **Organisational responsibilities**

- Preparing and contributing to reports for staff meetings and National Nutrition Foundation board meetings.
- Attending staff meetings.
- Contributing to general organisational activities (e.g. Annual General Meetings) as required.
- Representing National Nutrition Foundation as required.
- Maintaining basic knowledge of contemporary nutrition issues in the key settings National Nutrition Foundation engages.
- Maintaining appropriate professional development.

### **Occupational Health and Safety**

- Contributing to maintaining a safe workplace and implementing health and safety policies and procedures.
- Attending training in the safe performance of assigned tasks as relevant

## **Relationships**

### **Reports to:**

- HEAS Program Manager

### **Functional Interactions:**

- HEAS team
- Co-CEOs
- FreshSNAP Senior Project Officer
- Marketing Manager
- Senior Marketing Coordinator
- Volunteers and students

## **Key Result Areas (KRAs):**

Critical to success in this role are:

- Effective communication
- Ability to work proactively, effectively and co-operatively with stakeholders to deliver effective communication outcomes
- Time management

- Knowledge of and ability to apply contemporary writing methodologies, including writing for web.

## Key selection criteria

### Experience / Skills

1. Tertiary qualifications in communications or professional writing and/or demonstrated experience in a similar role.
2. Experience working in public health, health promotion, non-profit or government sector.
3. Excellent writing and editing skills, with the ability to create engaging, informative and effective copy for a variety of audiences and literacy levels.
4. Experience writing EDMs, fact sheets, web content, case studies, blog content and scripts for videos.
5. Experience in using a website content management system (CMS).
6. Experience using MailChimp (or similar program) to create and send email campaigns, manage audiences and reporting.
7. Experience using Canva to input and format content in pre-existing templates.
8. Excellent organisational, time and task management skills, including demonstrated ability to set goals and targets, meet tight deadlines and handle competing demands.
9. The ability to work independently with minimal supervision as part of a team.

### Professional Requirements

- An understanding and alignment to National Nutrition Foundation's vision and values.
- A commitment to continuous quality improvement.

### Attributes

- Detail oriented.
- Displays initiative, motivation, self-confidence and reliability.
- Ability to work independently and as an active part of a team.
- Ability to contribute to a collaborative and dynamic team.
- Ability to work within a self-directed framework.
- Ability to maintain professional relationships with key stakeholders.