

VOLUNTEER JOB DESCRIPTION

JOB TITLE: Healthy Cities Illawarra Communications Support – Social Media Assistant

JOB TYPE: Volunteer position (Tuesday or Wednesday)

LOCATION: Healthy Cities Illawarra (6-10 Princes Highway, Fairy Meadow)

SUPERVISOR/MANAGER: Tracy Thomas, Communications Officer

HEALTHY CITIES ILLAWARRA (HCI) is a not-for-profit health promotion organisation that operates in the local government areas of Kiama, Shellharbour, Shoalhaven and Wollongong. We work in collaboration with other organisations and the community to improve health, environment and wellbeing of the Illawarra community and to reduce health inequity. We are part of a United Nations World Health Organisation Global Movement of over 3000 cities, and a Member of the Alliance for Healthy Cities - WHO Pacific Region.

Our Values:

- **Integrity** - We develop evidence-based programs, which are conducive to good health and wellbeing. We adhere to the principles of the WHO Healthy Cities Movement.
- **Equity** - We participate in the development of public policy to effect change. We aim to reduce inequity by building capacity. We recognise the diverse needs of our communities.
- **Connection** - We partner with government and private organisations to promote health. We aim to foster social connection and inclusion. We are active members of the WHO Alliance for Healthy Cities.

MAIN DUTIES/RESPONSIBILITIES: Reporting to the Communications Officer, you will work collaboratively to build communities, improve brand awareness and engagement as well as expanding the presence of HCI and its programs across social media platforms.

You may be marketing/communication student or recent graduate, or social media enthusiast looking to work with a professional, friendly and passionate team who are making a positive difference.

Tasks include:

- Generate, edit, publish and share content on social media that builds meaningful connections and encourages community members to act.
- Contribute to methods in growing our online community.
- Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Other relevant tasks as required.

SELECTION CRITERIA (desirable):

- Experience in writing content, publishing, marketing or social media.
- Experience managing multiple social media platforms.
- Strong understanding of social media trends as relevant to NFP sector.
- Excellent written and verbal communications skills.
- Reliable and organised, with excellent attention to detail and ability to work to deadlines.
- Has a proactive approach.

PERFORMANCE GOALS:

- Complete tasks per agreed social media and communication strategy.
- Work cooperatively and effectively within the HCI team.
- Provide clear and timely communication around availability.

**Please apply by sending your resume and cover letter to Tracy@healthyillawarra.org.au
Applications close Friday 22nd March 2019.**