

## Position Description

**Position Title:** Digital Communications Officer  
**Position Status:** Part-time (0.6 FTE)  
**Reports To:** Director, Communications  
**Location:** 95 Drummond Street, Carlton, VIC. 3053

## Summary

Penington Institute actively supports the adoption of approaches to drug use which promote safety and human dignity. Primary activities include thought leadership, policy contribution to governments, advocacy and campaigning, workforce development, drug education and training, and research and analysis.

The Digital Communications Officer is a key member of Penington Institute's Communications Team. Together, the team is responsible for delivering all communication activities aimed at increasing awareness of and participation in key campaigns including International Overdose Awareness Day, Ending Overdose, and YEAH among others.

Duties will include developing and implementing social campaigns, managing the development and roll-out of content, maintaining program websites and working with a range of high-profile stakeholders and partners to make this all happen.

The digital communications officer manages all online communications tasks relating to Penington Institute's social media channels, website and e-newsletters. The position involves working closely with the communications team to achieve the campaign objectives of Penington Institute initiatives and projects.

As a member of the communications and marketing team, the digital communications officer will make an important contribution to preparing content, developing on-line media strategies and advising on new digital channels.

We are seeking someone who is a confident self-starter, passionate, creative and looking to make their mark in this important aspect of public health. You should be confident, hands-on and willing to make a real difference.

## About Penington Institute

Penington Institute is an independent not-for-profit organisation. Our purpose is framed by our knowledge that we need to look at more effective, cost-efficient and compassionate ways to prevent and respond to problematic drug use in our community. Penington Institute advances health and community safety by connecting substance use research to practical action.

Our activities:

- **Enhance awareness** of the health, social and economic drivers of drug-related harm.
- **Promote rational, integrated approaches** to reduce the burden of death, disease and social problems related to problematic substance use.
- **Build and share knowledge to empower** individuals, families and the community to take charge of substance use issues.
- **Better equip front-line workers** to respond effectively to the needs of those with problematic drug use.

Penington Institute acknowledges the importance of individual responsibility in relation to substance use, as well as the role of government and community to address the risks that contribute to problematic use of licit and illicit drugs and alcohol.

## Our approach

Penington Institute collaborates with a broad range of sectors and organisations to identify and respond to specific substance use problems and their causes. With our outreach to the front-line we are well-placed to know and understand the realities of how drugs impact on communities. We add our front-line knowledge and experience to our analysis of the evidence to help support practical research and policy and the development of support services and public health campaigns.

Our strong, diverse networks provide an excellent platform for building support for effective initiatives.

## Our values

- **Productivity:** We support actions that deliver the best health, social and economic returns.
- **Integrity:** Drug use is a complex issue. We advocate fair, evidence-based systems that improve the health and wellbeing of individuals, families and communities.
- **Compassion:** We do not condone drug use, but work to protect people from drug-related harm when at their most vulnerable. Feasible and accessible options are needed to help reduce the risks associated with the use of different types of drugs, including pharmaceuticals alcohol and nicotine.
- **Persistence:** We believe that responding to drug use requires innovation and evaluation of a combination of approaches. There is no simple solution but by persisting, we will make a positive difference.
- **Empowerment:** Tackling drug problems is a shared responsibility. We acknowledge individual responsibility tempered with government and community support in order to generate positive change.

## Duties

Reporting to the Director, Communications, the key responsibilities of the position are to:

- Prepare, plan and execute Penington Institute's digital communications strategy including social media accounts and program websites to generate awareness and engagement.
- Develop and implement a seven day a week digital communications work plan to promote all Penington Institute programs, including International overdose Awareness Day, Ending overdose, YEAH and other campaigns.
- Assist the communications team with a range of media and public relations activities.
- Support and assist the organisation to maintain effective working relationships with stakeholders, partners, event organisers and supporters
- Maintain a thorough knowledge and provide advice on best practice approaches to digital channels and technology for Penington Institute communication activities.
- Provide monthly reports on the success of the digital communications strategy.
- Research and write content for our publications.
- Assist with media briefings as required.
- Provide digital media advice to the Director Communications and senior management team.

## Other projects

- Contribute to other projects as required.

## Selection Criteria

Applicants should have demonstrated skills and experience in:

- Tertiary qualified in communications, multi-media, public relations or related fields.
- Experience using content management systems and web publishing software.
- High level written communication skills.
- Working in a fast-paced business environment and providing high levels of service to multiple stakeholders.
- Monitoring and developing reports to evaluate communication activities.
- Graphic design and/or production experience would be beneficial to the role but is not required.

The successful candidate will possess the following interpersonal attributes:

- Exceptional verbal and written communication skills
- Superior interpersonal skills
- Ability to work fast, whilst being effective and efficient, especially under pressure during peak periods.

## Other Criteria

### Teamwork

- Demonstrated ability to work collaboratively with colleagues as an active member of a team.
- Demonstrated high level interpersonal, communication, liaison and organisational skills to be applied across a range of differing cultural environments and diverse communities and organisations.
- Able to participate and contribute to continuous improvement in diverse and multidisciplinary teams functioning in a cooperative and collaborative manner.

### Builds and Utilises Stakeholder Relationships

- Build networks within the wider community, sourcing and developing potential contacts relevant to the position and Penington Institute.
- Maintains strong, positive relationships both internally and externally
- Finds innovative solutions to resolve issues.
- Builds trust through consistent actions, values and communication.
- Keeps stakeholders up to date with issues and developments escalating stakeholder issues as appropriate.

## Further Information

Please contact David Rose for further information on this position by calling +613 8662 3815